

THE

# Publishers' Weekly

THE AMERICAN  
BOOK TRADE JOURNAL

WITH WHICH IS INCORPORATED

*The American Literary Gazette and Publishers' Circular.*

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VOL. LXXIX., No. 19. NEW YORK, May 13, 1911 WHOLE No. 2049

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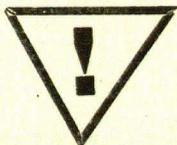
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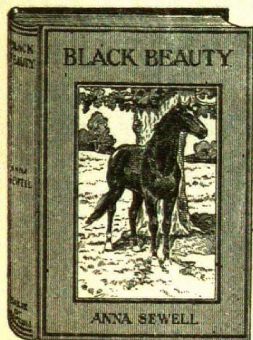
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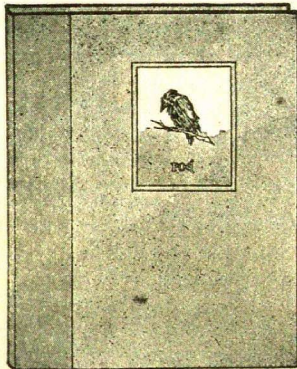
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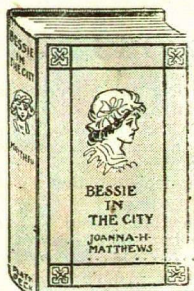
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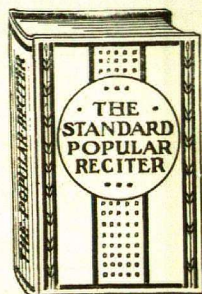


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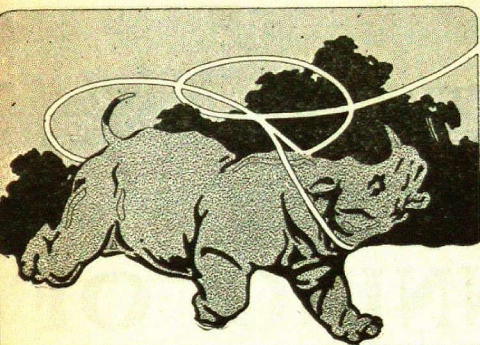
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THOMAS Y. CROWELL & COMPANY call attention at this season to one of their books which has already won favor and which is especially appropriate for boy graduates. This is Charles R. Brown's "The Young Man's Affairs," a helpful and inspiring book opening up possibilities for success, and pointing out the dangers that beset the youth's pathway.

Two novels are published this week by the Bobbs-Merrill Company. "Stanton Wins," by Eleanor M. Ingram, is a story of automobile racing with a successful driver for hero, and as for the heroine, the reader does not know for a long time whether she is a boy or a girl or "twins." "Old Reliable," by Harris Dickinson, tells the adventures of Zack Foster, an old darkey who cannot tell the truth, has a constitutional aversion for work, a strong sense of humor and phenomenal luck.

BARSE & HOPKINS announce handsome new editions of three well-known classics. "Black Beauty," with twelve full-page illustrations in color from paintings by Robert L. Dickey, and a green cloth cover with gold-tooled title and a colored inlay of one of Mr. Dickey's pictures; "Thanatopsis," in an essentially hand-made edition, both text and illustrations being hand-printed from intaglio copper plates; and Poe's "The Raven," illustrated by hand proofs from thirteen photogravure plates, which were done from originals in oil by Calen J. Perrett.

FREDERICK A. STOKES COMPANY announce "Dawn O'Hara," by Edna Ferber, the story of a pretty Irish newspaper woman whom an unkind fate snatched from New York and placed in German Milwaukee; but though this same cruel fate tried to trample on her and crush her, it could not hold her down or quench the laugh that won for her what her heart desired in the end. Also ready now are "Mark Twain," by Archibald Henderson, a book for every lover of our great humorist; and "Lassoing Wild Animals in Africa," by Guy H. Scull, field manager of the expedition of the famous Buffalo Jones, who, with two cowboys, captured by lasso many of the great East African animals. The book is illustrated from photographs.

H. M. CALDWELL COMPANY have a very attractive list of books appropriate for graduation gifts: "My Graduation," "My High School Days," "My School Life," "School Day Memories," "My Friends" and "Happy Days" are all memory books in dainty bindings with decorated pages and illustrations by well-known artists. Besides these record books they have various artistically made up series also suitable for graduation presents. *The New Emeritus Series* has forty titles, each volume bound in velvet calf with embossed cover designs stamped in gold and inlaid with mother-of-pearl. *The New Graduate edition of the Remarque Series*, the *New Fraternity edition of the Alexandrian Series* and others all carry out the firm's standard of excellence in this line of publication.



The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. after the date indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added.

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are designated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tl. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals. 4°, 8°, etc.

### Anuruddha.

Compendium of philosophy; being a translation now made for the first time from the original Pali of the Abhidhammattha-sangaha; with introd. essay and notes by Shwe Zan Aung; rev. and ed. by Mrs. Rhys Davids; published for the Pali Text Society. N. Y., Oxford Univ., '10, [11.] (My13) 24+298+7 p. O. \$2.

This work has, for probably eight centuries, served as a primer of psychology and philosophy in Ceylon and Burma. It is ascribed to a teacher named Anuruddha, of whom nothing further is recorded, save that he was the author of at least two other works on philosophy. It is believed that he lived some time between the eighth and twelfth centuries.

### Aristotle.

Works; tr. into English under the editorship of J. A. Smith and W. D. Ross. v. 7. De partibus animalium. N. Y., Oxford Univ., '11. (My13) no paging, O. pap., \$1.75.

### Balch, Allie Sharpe.

Sunshine, rain, and roses. N. Y., Putnam, '11. (My13) c. '10. 6+132 p. D. \$1.25.

### Bardswell, Frances A.

The herb-garden; with 16 il. in colour drawn from nature by the Hon. Florence Amherst and Isabelle Forrest. [N. Y., Macmillan,] '11. (My13) 8+173 p. O. (Color books, miscellaneous.) \$2 n.

In this book Miss Bardswell tells her readers as simply as possible the way to start and cultivate a herb garden, and calls to memory the half-forgotten uses of many herbs, and expresses the pleasure such a garden may give. She also sets forth the difficulties that beset the collector of herbs. The volume will delight all who love gardens and gardening.

### Benett, W.

Justice and happiness. N. Y., Oxford Univ., '11. (My13) 140 p. O. hf. cl., \$1.40.

Two essays, the first on justice, the second on happiness, by the author of "The ethical aspects of evolution."

### Bennett, Enoch Arnold.

The ghost; a modern phantasy. Bost., Small, Maynard, '11. (My13) 312 p. D. \$1.20 n.

Rosetta Rosa, a beautiful young opera singer, is the heroine, and Carl Foster, a doctor, just graduated, the hero. Rosa had been engaged to Lord Clarenceaux, a man years older than herself, who had died before the girl had really learned to love him. After that every man that showed any interest in her was pursued by a malign influence which cannot be traced. This causes the death of Alresca, a famous tenor who loved Rosa, and almost kills Foster, who has many encounters with the ghost of Lord Clarenceaux. The lifting of this curse from Rosa's life makes the dramatic climax of the tale, which is only reached after a number of weird and thrilling incidents.

### Bible, Old Testament.

Selections from the Old Testament; ed., with introd. and notes, by H: Nelson Sny-

der. Bost., Ginn, [11.] (My13) c. 19+210 p. S. (Standard English classics.) 30 c.

The Hebrew prophets for English readers in the language of the revised version of the English Bible, printed in their poetical form, with headings and brief annotation; ed. by Fs. H. Woods and Fs. E. Powell. In 4 v. v. 3, Obadiah, Ezekiel, and Isaiah (40-66). [N. Y., Oxford Univ.,] '11. (My13) 5+317 p. D. 70 c.

### Bosher, Mrs. Kate Langley.

Miss Gibbie Gault; a story; front. by Harriet Roosevelt Richards. N. Y., Harper, '11. (My13) c. 325 p. D. \$1.20 n.

Although it may be read independently this book continues the story of "Mary Cary" (P. W., Feb. 19, 1910). The scene is again Yorkburg, Va. The town is a self-satisfied one and those in authority have not yet awakened to the needs of children and of others. Mary Cary returns from the North and West and helps Gibbie Gault to do a work improving the conditions of the mills and schools. Old and new methods of philanthropic work are well contrasted. Miss Gibbie lays down the law and sneaks her mind. Mary Cary appears as the embodiment of love, but she holds her own with the conservative Town Fathers. The love element shapes the practical story.

Bread (The) of life; a manual of Eucharistic devotion with daily preparation and thanksgiving; with introd. note by Rev. Harvey Officer. Milwaukee, Young Churchman, [11.] (My13) c. 160 p. T. 50 c. n.

A manual edited with the desire that the sacred things of religion may be known more deeply.

### Brew, W.

Three-phase transmission; a practical treatise on the economic conditions governing the transmission of electric energy by underground and overhead conductors. N. Y., Van Nostrand, '11. (My13) 8+178 p. il. diags., O. \$2.

Author is late chief expert-assistant, Dublin Corporation Electricity Supply. This book deals exclusively with the electrical transmission of energy by three-phase currents, keeping in view the all-governing question: Will it pay? Index.

Brittain, Horace L., and Harris, Ja. G., comps. and eds.

Selections from American orations; an historical reader for schools. N. Y., Am Book Co., [11.] (My13) c. 266 p. pors. D. 75 c.

### Buckrose, Mrs. J. E.

Down our street. N. Y., Putnam, '11. (My13) 6+378 p. D. \$1.35 n.

A story of average kindly human beings who live in a suburban neighborhood and show the most optimistic characteristics. Mrs. Bean, whose husband is a "traveller in butter," is the moving spirit of the coterie, and her abounding generosity and helpfulness are full of humor and pathos. A young orphan girl goes to live with the proprietor of the butter Mrs. Bean's husband sells and learns many lessons "down our street."



**Chantepleure, Guy.**

April's lady; tr. by Mary J. Safford.  
N. Y., Dodd, Mead, '11. (My13) c. 330 p.  
D. \$1.25 n.

A sprightly story of youthful courtship. A young Frenchman and an American girl become engaged as the result of a schoolboy's April-fool joke. They are engaged almost before they realize it and neither is in love with the other. Then follows the story of their courtship with its little jealousies and misunderstandings, followed by reconciliations, until they readily fall in love with each other.

**Collier, Price.**

The West in the East from an American point of view. N. Y., Scribner, '11. (My13) c. 9+534 p. O. \$1.50 n.

By the author of "England and the English from an American point of view." This book deals with India in the way in which the other book dealt with England. It frankly discusses the new responsibilities that have fallen to this country in the Orient and the ambitions in the future of Japan in so far as they are likely to affect America.

**Cook, Alb. Stanburrough, comp.**

A concordance to Beowulf. [N. Y., Stechert,] '11. (My13) 4+436 p. O. \$4.50.  
Compiler is professor of the English language and literature in Yale University.

**Cooper, Frederic Taber.**

The craftsmanship of writing. N. Y., Dodd, Mead, '11. (My13) c. '10-'11. 475 p.  
D. \$1.20 n.

This book is the outgrowth of a course in essay writing, offered in connection with the University Extension work of Columbia University. It is a practical, sensible guide for young authors and would-be authors. *Contents:* The inborn talent; The power of self-criticism; The author's purpose; The technique of form; The gospel of infinite pains; The question of clearness; The question of style; The technique of translating. Index.

**Dante Alighieri.**

The vision; or, Hell, Purgatory, and Paradise of Dante Alighieri; tr. by H. F. Cary; with 100 il. by J. Flaxman. Oxford ed. N. Y., Oxford Univ., '10, ['11.] (My13) 45+578 p. D. 50 c.

**Davis, R. Harding.**

The consul. N. Y., Scribner, '11. (My13) c. 82 p. front. D. bds., 50 c. n.

A short story of a man appointed to a consulate by Lincoln, and who had served for forty years in all parts of the world, only to be given a small and totally unimportant post at the end. A senator comes unexpectedly to the port and demands a service from the consul which is contrary to his sense of honor, so he refuses in spite of threats. The result of his action has far-reaching effects and shows that some U. S. senators have a sense of the fitness of things.

**Dawson, W. Ja., D.D., and Coningsby W.**

The great English novelists; with introd. essays and notes. In 2 v. N. Y., Harper, '11. (My13) c. 332; 343 p. D. ea., \$1 n.

The aim of these two volumes is to set the history and development of the novel from its beginning in the days of Fielding on down to our own. The work has been carefully done and will be found of value for its practical helpfulness as a guide to novel-writing, for reading, and for reference.

**Dickson, Harris.**

Old Reliable; with il. by Emlen McConnell and H. T. Dunn. Indianapolis, Bobbs-Merrill, ['11.] (My13) c. 341 p. D. \$1.25 n.  
Old Reliable is a Mississippi darkey who never works if he can possibly avoid it, and he generally can. He is a favorite of luck and becomes a hero by accident. A spinner of yarns and a keeper of

legends he is never at a loss for a story or an excuse dashed with humor. Truth he has little use for and his smile disarms hostile criticism. His adventures are told in this book with understanding of the negro life of the South.

**Dryden, J.**

The poems of John Dryden; ed., with introd. and textual notes, by J. Sargeant. Oxford ed. N. Y., Oxford Univ., '10, ['11.] (My13) 23+606 p. facsim., D. 50 c.

**Dunning, J. Wirt.**

The eternal riddle. Bost., Sherman, French, '11. (My13) c. 241 p. O. \$1.20 n.

Man is the riddle considered in these essays. *Contents:* What is man?; Immortality; Is there a God I can trust?; Why do we suffer?; What shall I think about the Bible?; Is prayer a rational occupation?; Can I get back to childhood?; Can I forget the past?; What is it to be saved?; What about our sins?; How near may I come to heaven and miss it?; What is the supreme mission of the Christian?; What are the signs of a Christian?; What shall I think about Jesus?; What is Christian faith?; Does the world need a new religion?

**Fay, Irving W.**

The chemistry of the coal-tar dyes. N. Y., Van Nostrand, '11. (My13) c. 6+467 p. O. \$4 n

Author is professor of chemistry, Polytechnic Institute, Brooklyn, N. Y. The book presents briefly the origin and history of coal-tar production, and a discussion of the intermediate products between the coal-tar and the dyes themselves.

**Forster, E. Morgan.**

A room with a view. N. Y., Putnam, '11. (My13) 6+364 p. D. \$1.35 n.

Two cousins travelling in Florence speak at the hotel table of discontent with their rooms because they have no view. An old gentleman and his son politely offer to exchange and are snubbed in true Englishwoman's style. Finally acquaintance is formed with these gentlemen; the individualities of the cousins are humorously made real; the younger man is most unexpectedly singled out by one cousin from among other eccentric admirers. The scene shifts to London, and on their native soil the travelling ladies become far more attractive.

**Futrelle, Jacques.**

The high hand; with il. by Will Grefé. Indianapolis, Bobbs-Merrill, ['11.] (My13) c. 295 p. D. \$1.25 n.

A tale of politics and love in a Western state by the author of "Elusive Isabel." Jim Warren, a worker in a big plow manufacturing plant has, through sheer ability, risen to be superintendent of the works, when he decides to go into politics and expose the corruption in his state. He succeeds in most dramatic manner and then finds that the father of the girl he loves is a candidate for the governorship against himself. The result of this complication makes the story's climax.

**Garner, S.**

Essentials of Spanish grammar. N. Y., Am. Book Co., ['11.] (My13) c. 232 p. D. \$1.

Author was formerly professor of languages in the U. S. Naval Academy.

**Garrett, A. O.**

Spring flora of the Wasatch region. Salt Lake City, Utah, Skelton Pub., '11. (My13) c. 12+106 p. D. \$1.25.

Intended for students who begin botany in the spring and finish their work before the end of the school year. Only plants that flower before June 15 are included. The region covered is from Logan to Nephi, Utah.

**Groszmann, Maximilian Paul Eugen.**

The career of the child. Bost., Badger, ['11.] (My13) c. 335 p. D. \$2.50 n.

The author is head of the National Association for



the Study and Education of Exceptional Children, and has been superintendent of the Ethical Culture Schools of New York. This book contains a complete system for the entire career of the elementary school such as can be almost immediately adjusted to various local conditions. He has also written, "Some fundamental verities in education." The kindergarten; Physical side of education; Manual practice; Mathematical evolution of the child; Nature work; Treatment of defectives; Criminality, etc., are some of the phases of the subject considered.

#### Haeckel, Ernst Heinrich.

The answer of Ernst Haeckel to the falsehoods of the Jesuits, Catholic and Protestant, from the German pamphlet "Sandalion" and "My church departure"; being Haeckel's reasons, as stated by himself, for his late withdrawal from the Free Evangelical Church; with comments by Jos. McCabe and Thaddeus Burr Wakeman. N. Y., Truth Seeker Co., [62 Vesey St.,] '11. (My13) c. 46 p. pls. pors. D. pap., 25 c. n.

A defense of his scientific theories against the Jesuits who attacked them as irreligious and untrue.

#### Hall, Granville Stanley.

Educational problems. In 2 v. N. Y., Appleton, '11. (My13) c. 15+710; 6+714 p. D. \$7.50 n. boxed.

These volumes are the results of twenty-five years of teaching education as an academic subject. The phases considered are as follows: Educational value of dancing; Children's lies—psychology and pedagogy; Pedagogy of sex; Industrial education; Missionary pedagogy; Sunday observance; German teacher teaches; Pedagogy and the press, etc. Index.

#### Halleck, Reuben Post.

History of American literature. N. Y., Am. Book Co., [11.] (My13) c. 431 p. il. pors. D. \$1.25.

#### Hamilton, Cosmo.

The infinite capacity; the story of a genius. N. Y., D. FitzGerald, [11.] (My13) 315 p. D. \$1.20 n.

Author of "Mrs. Skiffington." "Blindness of virtue," "Adam's clay," etc. This is a story of the artistic temperament. Aie a great violinist, has many triumphs, few principles and myriads of experiences with lady-loves who each contribute a necessary part to the splendor of his emotional development, so that in the end he sees clearly enough he must divorce his English wife, who does not understand him, and be good for the rest of his days to the "mother of his son."

Hammond's pocket atlas of the world; containing new colored maps of each state and territory of the United States and of every country in the world; with 1910 census of the United States. N. Y., C. S. Hammond & Co., '11. (My13) c. '10. 263 p. S. 50 c.; pap., 25 c.; limp leath., \$1.

#### Hannah, Ian C.

Eastern Asia; a history. N. Y., Stokes, [11.] (My13) 327 p. O. \$2.50 n.

The author is of Trinity College, Cambridge; Master of the English School, Tientsin, and President of King's College, Nova Scotia. The object of this book is to give the history of Asia, taking in the islands of its coasts, omitting Persia, Mesopotamia, Arabia, Syria, and Asia Minor, countries whose history belongs more properly to that of Europe and the Mediterranean. Appendix and index.

#### Hansbrough, H: Clay.

The second amendment. Minneapolis, Minn., Hudson Pub., '11. (My13) c. 359 p. front. D. \$1.40, fixed.

The story deals with American political life and

is told by one who spent twenty years in House and Senate at Washington. The author believes in coming political changes of importance and embodies his ideas in his story written around a girl and her fiancé, a senator, who is mysteriously whisked away in an airship at a time when his vote is much needed in the Senate.

#### Hare, T: Leman, ed.

The portrait book of kings and queens of Great Britain, 1066-1911; done in commemoration of the coronation of their majesties King George v. and Queen Mary; with supplementary notes on the ceremony; the historical and coronation notes by C: Eyre Pascoe. N. Y., Stokes, [11.] (My13) 67 p. obl. O. \$2 n.

This is a book which, useful to any, is of especial acceptability to youthful students of history. From a picture of the Coronation chair and William I., the book is complete, showing the regalia and giving full information about the ceremonies of the coming coronation. Crowns and coronets and how they show the wearer's standing are illustrated also.

#### Harris, Virgil M.

Ancient, curious and famous wills. Bost., Little, Brown, '11. (My13) c. 13+472 p. O. \$4 n.

The author is a writer and lecturer and his experience as lecturer on wills and as trust officer in the Mercantile Trust Company of St. Louis has brought him into close touch with the subject. The book is divided into seven chapters: Practical suggestions for will-writing; Ancient wills; Wills in fiction and poetry; Curious wills under five headings; Testamentary and kindred miscellany; Wills of famous foreigners; Wills of famous Americans. In this collection there are about five hundred wills, which have been obtained from various parts of the world; they commence with the dawn of creation and close with the present time. Among them are those of the patriarch Jacob, Virgil, Caesar, Columbus, Isaac Walton, Voltaire, Washington, the Duke of Buckingham, King Charles I., etc. Many of them are the product of the master minds of the world. The vagaries of the human mind are shown in a finely selected list of odd and curious wills. The work also contains many historical and biographical sketches. Index.

#### Hawkes, Herb. Edn., Luby, W: Arth., and Touton, Fk. C:

Second course in algebra. Bost., Ginn, [11.] (My13) c. 7+264 p. pors. D. 75 c.

First author is professor of mathematics in Columbia University; the other two are instructors in mathematics in Central High School, Kansas City, Mo.

#### Hewlett, Maurice H:

The Agonists; a trilogy of God and man; Minos, King of Crete, Ariadne in Naxos, The death of Hippolytus. N. Y., Scribner, '11. (My13) c. 11+235 p. D. \$1.50 n.

The three plays are an attempt "to express the fallacy in the ancient conceptions of Godkind and mankind and in the ancient views of their relationships." Mr. Hewlett states that Wagner's method in opera has largely been his inspiration in the metrical variety used in these plays.

#### Hillis, Newell Dwight, D.D.

The contagion of character; studies in culture and success. N. Y. and Chic., Revell, [11.] (My13) c. 332 p. D. \$1.20 n.

Studies of culture and success collected from the author's writings forming a companion volume to his "Investment of influence." Some of the subjects treated are, Moral cowardice; Sins that crouch at your door; Courtesy; Honesty; Work; Hope; An American awakening, etc.

#### Hosic, Ja. Fleming.

The elementary course in English; a syllabus with graded lists and references.



Chic., Univ. of Chic., [11.] (My13) c. '08-  
'11. 9+150 p. D. 75 c.

Author is head of the department of English,  
Chicago Teachers' College.

**Houston, Edn. Ja.**

The Jaws of Death; or, in and around  
the cañons of the Colorado; & il. by Weston  
Taylor. Phil., Griffith S. R., '11. (My13)  
c. 395 p. D. (Young mineralogist ser.)  
\$1.25.

Although a distinct and independent book, this  
story contains more of the adventures of the  
characters already introduced in "A chip of the  
old block" and "The land of drought." It gives  
a description of the exciting incidents during which  
Rob's father and grandfather are liberated from the  
Mormons. The story takes its name from the fact  
that during some of the adventures a few of the  
party under the guidance of Awake-in-the-night took  
the risk of passing through the cañons of the  
Colorado River, which the Indian called the Jaws  
of Death.

**Huntington, Mrs. Louise E., comp.**

What think ye of Christ?; calendar for  
every day and every month and all the  
year. [Rochester, N. Y., Herald Press,]  
'11. (My13) no paging, D. \$1.

Bible quotations for every day of the year. The  
names and dates of famous people born on the  
different days are given, and a space enclosed in  
ornamental lines is left under each text for the  
names of friends. All the verses have one theme,  
the Divinity of Christ.

**Ingram, Eleanor Marie.**

Stanton wins; with il. by Edm. Freder-  
ick. Indianapolis, Bobbs-Merrill, [11.]  
(My13) c. 256 p. D. \$1 n.

An automobile story with Ralph Stanton, racing-  
car driver, for hero. Jes Floyd, his mechanic, is  
an engaging youth, for whom Stanton has an  
unusual affection. He meets Jessica Floyd, Jes's  
twin sister, and is much attracted to her on ac-  
count of her likeness to the boy. Stanton's car  
is wrecked and he is in the hospital for weeks,  
believing that Jes was killed in the accident. When  
he goes to find Jessica, he meets a great surprise,  
which will also surprise the reader.

**Kaempffert, Waldemar.**

The new art of flying; with numerous  
illustrations. N. Y., Dodd, Mead, '11.  
(My13) c. '10-'11. 17+291 p. D. \$1.50 n.

Mr. Kaempffert is managing editor of *The Sci-  
entific American*. The book answers the question  
"why flying machines fly" and furnishes the unsci-  
entific reader with accurate information as to many  
of the terms, problems, etc., involved in aeronautics.  
There is a glossary and index.

**Kennett, Rob. Hatch, D.D.**

The composition of the book of Isaiah  
in the light of history and archaeology;  
the Schweich lectures, 1909; published for  
the British Academy. N. Y., Oxford Univ.,  
'10, [11.] (My13) 6+94 p. O. \$1.20.

Author is regius professor of Hebrew and fel-  
low of Queen's College, Cambridge, and canon of  
Ely.

**Kipling, Rudyard.**

If. Garden City, N. Y., Doubleday, Page,  
[11.] (My13) c. '10. no paging, obl. T.  
bds., 25 c. n.; leath., 50 c. n.

These verses are taken from Mr. Kipling's book,  
"Rewards and fairies."

**Kullnick, Max.**

From rough rider to president; tr. from  
the original German by F. von Reithdorf.  
Chic., McClurg, '11. (My13) c. 289 p. por.  
O. \$1.50 n.

An eminent German scholar has seen fit to write

a high tribute to ex-President Roosevelt which  
has been translated by the Professor of Modern  
Languages, Monmouth College, Ill. The author  
thinks that no one since Napoleon I. has so con-  
centrated the attention of the entire world. He  
presents Colonel Roosevelt's boyhood life and early  
official life in a detailed way remarkable as coming  
from a foreigner. The important and striking per-  
sonality presented by Roosevelt is regarded as the  
personification of the real American character.

**Lawrence, Edn. Gordon.**

The Lawrence reader and speaker; a  
compilation of masterpieces in poetry and  
prose, including many of the greatest ora-  
tions of all ages; with biographical notes  
of the authors, poets and orators, and crit-  
ical remarks on their productions and  
styles; designed for the use of colleges,  
schools, seminaries, literary societies, and  
all persons wishing to excel as readers and  
public speakers. Chic., McClurg, '11.  
(My13) c. 14+351 p. D. \$1.50 n.

Author has had thirty years' experience as actor,  
and later as teacher of acting, elocution and voice-  
building.

**Lombroso, Cesare, M.D.**

Crime, its causes and remedies; tr. by  
H: P. Horton; with an introd. by Maurice  
Parmelee. Bost., Little, Brown, '11.  
(My13) c. 46+471 p. O. (Modern criminal  
science ser.) \$4.50 n.

The late Professor of Psychiatry and Legal  
Medicine in the University of Turin was one of  
the group of great thinkers of the 19th century who  
had the courage and the wisdom to apply the posi-  
tive and inductive method of modern science to  
the study of human and social phenomena. The  
introduction to the English version of the book is  
written by the Assistant Professor of Sociology in  
the University of Missouri. The author's preface  
is addressed to Max Nordau; in it he explains that  
his school has devised a new strategic method of  
proceeding against crime, based upon a study of  
its etiology and nature. He keeps in mind always  
the salvation of individual criminals by thorough  
investigation and control of the conditions that  
lead to special crimes.

**Lucke, C: E:**

Power. N. Y., [Lemcke & B.,] '11.  
(My13) c. 6+316 p. il. D. (Columbia Uni-  
versity lectures.) \$2 n.

Author is professor of mechanical engineering,  
Columbia University. "It is the object of the  
series of lectures included in this volume to point  
out the enormous effect that substitution of mechani-  
cal power for hand and animal labor has had on the  
organization of society and the conditions of liv-  
ing, and by presenting the development of power  
machinery to show what sort of ideas have produced  
this result."—Preface. Index.

**MacArthur, Rob. Stuart, D.D.**

The Baptists; their principle, their pro-  
gress, their prospect. N. Y., Am. Bapt.  
Publication Soc., [11.] (My13) c. 48 p. O.  
pap., 15 c. n.

Author has been minister of Calvary Baptist  
Church, New York, since May 15, 1870. This  
address was delivered in the First Baptist Church,  
Baltimore, Md., on the occasion of the one hun-  
dred and twenty-fifth anniversary of its founding,  
November 29, 1910.

**Macaulay, T: Babington, Lord.**

Essay on Clive; ed., with introd. and  
notes, by Vincent A. Smith. N. Y., Ox-  
ford Univ., '11. (My13) 116 p. map, S. 50 c.

Macaulay's essay on Addison; ed. by G.  
E. Hadow. N. Y., Oxford Univ., '11.  
(My13) 15+95 p. D. 40 c.



**Macdonald, Duncan Black, D.D.**

Aspects of Islam. N. Y., Macmillan, '11.  
(My13) c. 13+375 p. D. \$1.50 n.

These chapters formed the Hartford-Lamson lectures for 1909 with several added to round out the subject. They are intended as an introduction for the young missionary to his new and strange world among the followers of Muhammad. *Contents:* The Muslim East as it presents itself; The person and life of Muhammad; The Qur'an, the present Muslim attitude towards Muhammad; Muslim theology and metaphysics; The mystical life and the Darwish fraternities; The attitude of Islam to the Scriptures and to the Person of Christ; The missionary activity of Muslims; Muslim ideas on education; The inner side of Muslim life—popular literature—a missionary's reading. Index.

**Massé, H. J. L. J.**

Chats on old pewter; with 91 illustrations. N. Y., Stokes, [11.] (My13) 422 p. (2 p. bibl.) O. \$2 n.

The aim of this book is that it may be a useful guide to collectors, and a supplement to the author's other volume, "Pewter plate." Much attention has been given to the question of the marks on pewter, and the touch plates and the touches in particular, they are the surest means of ascertaining the date of a given piece. An index of the touches is given, the prices are grouped together in one chapter, and a useful glossary is added. Index.

**Murray, Gilbert, i.e., G: Gilbert Aimé.**

The story of Nefrekepta, from a Demotic papyrus, put into verse. N. Y., Oxford Univ., '11. (My13) 4+47 p. O. bds., \$1.50.

The original of tale is in Demotic Egyptian in prose, on a fragmentary papyrus dated "the first month of winter, in the fifteenth year" of some king unnamed. Palaeographical evidence suggests some date about 100 B.C.

**Nevill, Ralph.**

London clubs; their history and treasures. N. Y., Stokes, [11.] (My13) 9+316 p. pls. O. \$2.50 n.

Describes delightfully how the modern club with its present luxuries and comforts had its origin in the tavern and coffee-house of long ago and gives a history of the most noted clubs. The interesting and valuable possessions of the separate clubs are noted, committees and secretaries having furnished most rare information. The book also contains historical notes and amusing anecdotes connected with the past history of the clubs and their most noted frequenters since their existence.

**Noel, Conrad.**

Socialism in church history. Milwaukee, Young Churchman, '11. (My13) 11+284 p. D. \$1.75 n.

The aim of this book is best given by a quotation from Dr. Gore, Bishop of Birmingham: "the question which ought to hold a pre-eminent place in the interests of churchmen is, how we are to return to a condition of things nearer to the intention of Christ—if it may be without violence or revolution; but if not, then anyhow to return."

**Nolen, J:**

Madison; a model city. [Madison, Wis., Madison Park and Pleasure Drive Assn.] 109 W. Main St., '11. (My13) c. 168 p. il. maps, Q. bds., \$1.

Mr. Nolen, landscape architect of Cambridge, Mass., was engaged by the city of Madison, Wis., to prepare a plan for the development and growth of the city. In this book this plan is fully outlined and illustrated.

**Oppenheim, Ja.**

Pay envelopes; tales of the mill, the mine and the city street; il. by Harry Townsend. N. Y., Huebsch, '11. (My13) c. 259 p. D. \$1.25 n.

Short stories of the working people. *Contents:*

The great fear; Meg; Saturday night; The cog; Slag; A woman; Joan of the mills; The empty life; The young man; The broken woman; Stiny Bolinsky.

**Partridge, G: Everett.**

The nervous life. N. Y., Sturgis & W., '11. (My13) c. 8+216 p. D. \$1 n.

The term nervous life as used here refers to two conditions, first, the nervous social and industrial life, typified by the stress of our great cities; and second, the nervous life as expressed in the temperament of the nervous individual. This book contains simple, practical, yet scientific methods for the prevention and cure of nervous disorders, now recognized as a national evil.

**Pelham, H: Fs.**

Essays; collected and ed. by F. Haverfield. N. Y., Oxford Univ., '11. (My13) 23+328 p. map, Q. \$3.40.

This volume contains thirteen papers on Roman history which Professor Pelham published at various times and in various places, together with three he left in manuscript. He was late president of Trinity College and Oxford and Camden professor of ancient history.

**Poe, Edg. Allan.**

The complete poems of Edgar Allan Poe; collected, ed., and arranged with memoir, textual notes and bibliography [6 p.] by J. H. Whitty; with illustrations. Bost., Houghton Mifflin, '11. (My13) c. 86+304 p. por. O. \$2 n.

When Poe was in the office of the *Richmond Examiner* in October, 1849, a few weeks before his death, he had all his major poems and several of his minor ones put into type, and revised them more or less extensively. Changes in punctuation have been made in almost all of them. In two instances several lines have been added and two poems have been entirely rewritten. On Poe's death these revised proofs came into the possession of a Mr. Thomas, a member of the editorial staff, who, in turn, committed them to his successor, Mr. Whitty, who edits this collection, and who has been a lifelong student of Poe.

**Pollard, Alfr. W.; ed.**

Records of the English Bible; the documents relating to the translation and publication of the Bible in English, 1525-1611; ed., with an introd. N. Y., Oxford Univ., '11. (My13) 12+387 p. D. \$2.50.

A collection of original documents relating to the making, printing and publishing of the English translations of the Bible, from Tyndale's New Testament of 1525, to the appearance of the version of 1611. The book is issued at this time as a fitting tercentenary memorial, and is besides valuable as making easily available much widely scattered information which throws light on the sixteenth century. Index.

**Ponsonby, Arth. A. W. H.**

The camel and the needle's eye. Bost., Ball Pub., '11. (My13) 186 p. D. \$1.20 n.

The expenditure of riches is the problem discussed in this book by a member of the English Parliament. He believes that the money ideal must be universally discarded, and that the attack must be directed not against particular individuals, not against isolated follies, nor against single instances of wicked extravagance, thoughtlessness and cruelty, but against the stereotyped system which is responsible for it all. The awakening must come among the poor as well as the rich. The former must be taught to recognize that cringing submission to socialled superiors is neither to their own nor to anyone else's advantage, and the latter must learn that to isolate themselves is fatal to their own happiness and the welfare of their fellows.

**Ramsay, Rina.**

The way of a woman; a novel; with il. by J. Vaughn McFall. N. Y., Dodd, Mead, '11. (My13) c. 304 p. D. \$1.25 n.

Susan Graham, a friendless young Southern ac-



tress, is left sick and stranded in a small Western town. One of the other members of the company persuades Susan to go to England as the widow of John Barnaby Hill, a rich young Englishman she had married and left immediately. Ill, alone and desperate the girl consents to the trick, but has only been with Hill's mother a short time when the man turns up. How she is forced to carry on the deception and how she and the man fall in love with each other and how they win the goal of happiness in spite of all the complications brings the story to a satisfactory ending.

#### Ray, Anna Chapin.

Buddie, the story of a boy; with ill. from drawings by Harriet Roosevelt Richards. Bost., Little, Brown, '11. (My13) c. 286 p. D. (Buddie books.) \$1.50.

"Buddie" is the first in a new series of books for boys. Buddie is a genuine, warmhearted, somewhat mischievous boy, who, being temporarily separated from his father, takes up a new home with his Aunt Julia in a town in the southern part of New England. Both boys and girls will like "Buddie" and his dog Ebenezer, Theresa, the girl next door, her brother Sandy, and the other boys and girls of the book.

#### Richardson, Norval.

George Thorne; with a front. in colour by J. Goss. Bost., L. C. Page, '11. (My13) c. 8+333 p. D. \$1.25 n.

A young man of twenty-four brought up in great hardship in a mining district in the West is put into a "promoter's office," because he displays unusual ability. Here he gets hold of information that leads him to pass himself off as the son of a millionaire. He undertakes great enterprises for him and quite satisfies the father and mother of his identity. A complicated plot brings in otherascalities of associates of the millionaire. Finally the "son" tells his "father" that he is an imposter, but for the sake of his "mother" it is decided to keep up the relationship.

#### Richardson, Rufus Byam.

A history of Greek sculpture. N. Y., Am. Book Co., [11.] (My13) c. 291 p. ill. D. (Greek ser. for colleges and schools; ed. by Herb. Weir Smyth.) \$1.50.

Author was formerly director of the American School of Classical Studies in Athens.

#### Ridgeway, W:

Minos the destroyer rather than the creator of the so-called "Minoan" culture of Cnossus from the proceedings of the British Academy. N. Y., Oxford Univ., '11. (My13) 33 p. O. pap., 80 c.

The author protests against the use of "Minoan" to describe all Cretan culture, believing that there were various influences and peoples responsible for the civilization reached in Crete and the surrounding islands.

#### Ritchie, Arth., D.D.

Spiritual studies in St. John's gospel. v. 1, chapters 1-4. Milwaukee, Young Churchman, '11. (My13) c. 8+210 p. S. 75 c. n.

Author is rector of St. Ignatius' Church, New York City.

#### Sampson, Jane Felton.

Abroad with the Fletchers; ill. from photographs taken by the author. Bost., L. C. Page, '11. (My13) c. 8+268 p. D. (Little pilgrimages ser.) \$1.60 n., boxed.

This narrative of the usual continental journeyings is told more or less in story form. The Fletchers are plain people from a farm whom the author met and travelled around with. As they appeared at breakfast the first day on ship-board in curling papers and dressing-sacque, and carpet slippers and shirt-sleeves, the whole recital of their journeyings could not help but amuse. Great Britain, Holland, Paris, Germany, Switzerland, Italy were the places visited.

#### Sanday, W., D.D., ed.

Studies in the Synoptic problem, by members of the University of Oxford. N. Y., Oxford Univ., '11. (My13) 27+456 p. front. O. \$4.15.

Contents: Conditions under which the Gospels were written, W. Sanday; Three limitations to St. Luke's use of St. Mark's Gospel, Sir J. C. Hawkins; On the original order of Q., etc., B. H. Streeter; The book of sayings used by the editor of the first Gospels, etc., W. C. Allen; The sources of St. Luke's Gospel, J. Vernon Bartlett; The criticism of the Hexateuch compared with that of the Synoptic Gospels, W. E. Addis; A recent theory of the origin of St. Mark's Gospel, N. P. Williams; the eschatological problem. Index.

#### Scott, Sir Wa.

The fortunes of Nigel; ed., with introd., notes and glossary, by Stanley Makower. N. Y., Oxford Univ., '11, (My13) 12+640 p. por. D. 50 c.

#### Shelby, Annie Blanche.

Auction bridge; a clear, concise, and up-to-date statement of the tenets, rules, and principles governing the game of auction bridge; also the laws of auction bridge as used by the leading clubs. N. Y., Duffield, '11. (My13) c. 11+120 p. S. \$1 n.

#### Skeat, Rev. Wa. W:

A concise etymological dictionary of the English language. New and corrected impression. N. Y., Oxford Univ., '11. (My13) 15+663 p. D. \$1.75; India pap., \$2.

The place-names of Berkshire. N. Y., Oxford Univ., '11. (My13) 118 p. S. 70 c.

Author is Elrington and Bosworth professor of Anglo-Saxon and fellow of Christ's College, Cambridge. He is the author of books of similar titles, the essays being devoted to Cambridgeshire, Huntingdonshire, Bedfordshire and Hertfordshire. The place-names of Berkshire are nearly all of native English origin, they are significant either of possession or position. Index.

#### Smith, Eleanor.

Eleanor Smith's music primer. N. Y., Am. Book Co., [11.] (My13) c. 128 p. O. \$1.25.

#### Soares, Thdr. Gerald, D.D.

A Baptist manual; the polity of the Baptist churches and the denominational organizations. Phil., Am. Bapt. Pub. Soc., [11.] (My13) c. 12+156 p. D. 75 c. n.

#### Stevenson, Rob. L:

An inland voyage, and Travels with a donkey; ed. by Gilbert Sykes Blakely. N. Y., Am. Book Co., [11.] (My13) c. 21+128+8+7 p. por. map, S. (Gateway ser.) 40 c.

Editor is in the Department of English, Morris High School, New York City.

Lay morals and other papers; with a preface by Mrs. Stevenson. N. Y., Scribner, '11. (My13) c. '08-'11. 14+316 p. S. \$1; limp leath., \$1.25 n.

This volume, uniform in style with the *Biographical edition* of Stevenson, includes "Father Damien," and a number of other essays, sketches, criticisms, etc., which are not contained in any standard edition of Stevenson's works. Among them are "The Pentland rising," "College papers," "Criticisms," "Sketches," "The Great North Road," "The young chevalier" and "Heathercat."



**Stockley, Cynthia.**

The claw. N. Y., Putnam, '11. (My13) c. 7+449 p. front. D. \$1.35 n.

Another story of South Africa by the author of "Poppy." Deidre Saurin goes out to visit her brother and at the last moment her chaperon refuses to go up to Mashonaland, so the girl travels across the veldt alone. She arrives at Fort George just as trouble is brewing with the Matabele. The women of the place object to having an attractive girl come among them, especially when Anthony Kinsella falls in love with her. Then the war breaks out and Kinsella is supposed to have been killed, so after some time Deidre decides to marry another man, who proves most unworthy. After months of misery she manages to make something of her husband and then discovers that Kinsella is alive. In spite of this tangle she wins happiness in the end. There are many descriptions of the country and the Matabele warfare.

**Swett, J.**

Public education in California; its origin and development, with personal reminiscences of half a century. N. Y., Am. Book Co., [11.] (My13) c. 320 p. por. D. \$1.

Mr. Swett was born in New Hampshire, but went to California as a young man. He was for years actively connected with the public school system of the state, particularly in San Francisco, and worked to have the schools efficient and not under the control of political bosses. This book is made up of his reminiscences.

**Watts, Mrs. Mary Stanberry.**

The legacy; a story of a woman. N. Y., Macmillan, '11. (My13) c. 394 p. D. \$1.50. "Nathan Burke," the author's first long novel (P. W., April 30, 1910) dealt with Ohio before and during the Mexican War, giving a vivid picture of life in the fifties. "The legacy" deals with the same Ohio community, the characters being of the present generation, the chief one a girl of singular charm and cleverness, who shows ability to take care of herself and determination to be independent of rich relatives. Her remarkable career embodies true American ideals and makes the places the author secured with Nathan Burke among representative realists even more secure.

**Webster, H: Kittell.**

The girl in the other seat. N. Y., Appleton, '11. (My13) c. 341 p. D. \$1.25 n.

By the author of "A king in khaki," "The whisping man," etc. Anthony Longstreet, an engineer, who makes his living by driving racing-cars, so as to have time and money to devote to perfecting an engine he has invented, goes into partnership with Alfred Morris, also an inventor, and years older than Longstreet. Their motor is finished and in a trial run through rough mountain country proves successful. On the return trip in the dark Longstreet gives a girl a lift along the road and while it is too dark for him to see her face still her voice has an irresistible attraction for him. Circumstances point to the girl's connivance with people who wish to steal Morris and Longstreet's patent, but Anthony refuses to believe ill of her and bends all his energies to solving the mystery surrounding her. There is an exciting description of the Vanderbilt cup race as a finale.

**Wells, Morris B.**

Five gallons of gasoline; il. by Harrison Fisher. N. Y., Dodd, Mead, '11. (My13) c. 351 p. D. \$1.25 n.

Two friends decide to buy an automobile together and after much discussion decide on the kind they want and buy it. That car could do most extraordinary things and did them, from starting off backward to securing a husband for the pretty sister-in-law of one of the men, and rendering yeoman service in his wife's fight for social prestige. It is a humorous, breezy tale with a small town on the Pacific coast as its setting.

**Wells, Paul.**

The man with an honest face: being the personal experiences of a gentleman who

signs the name of Howard Dana, at a critical time in his career. N. Y., Appleton, '11. (My13) c. 10+322 p. pls. D. \$1.25 n.

A young New York business man is walking up Fifth Avenue when he passes a charming-looking girl, whose face haunts him so persistently for the rest of the evening, that by bedtime he acknowledges to himself that he has lost his heart to the unknown. During the night he awakes to find a mysterious package beside his bed addressed "to the man with an honest face" and which he is requested to deliver only to the person who asks for it and says "Vive Olivia." Before morning he is attacked by a huge Irishman, who tries to get the package, and from then until the end of the story adventures and surprises follow fast, involving huge money interests and the Queen of a small European state.

**Wilbor, W: Chambers.**

Ode to Niagara and other poems. N. Y., Eaton & M., [11.] (My13) c. 4+50 p. D. 50 c. n.

**Wilkinson, W: Cleaver.**

Daniel Webster; a vindication, and other historical essays. N. Y., Funk & W., '11. (My13) c. 419 p. D. \$1.25 n.

Author is professor of poetry and criticism in the University of Chicago. *Contents:* Webster's public character; Webster's private character; A forgotten chapter in the history of the Civil War; Erasmus: the man and the man of letters; The secret of ancient Rome; The change from the Old World to the New; Some common sense about Saul of Tarsus.

**Wilson, H: Lawrence.**

The bungalow book; a short sketch of the evolution of the bungalow from its primitive crudeness to its present state of artistic beauty and cozy convenience; il. with drawings of exteriors, floor plans, interiors, and cozy corners of bungalows which have been built from original designs. 5th ed. Los Angeles, Cal., H: L. Wilson, 412 Copp Bldg., [11.] (My13) c. 159 p. plans, pls. il. f, \$1.

**Wister, Owen.**

Members of the family; with il. by H. T. Dunn. N. Y., Macmillan, '11. (My13) c. '01-'11. 317 p. D. \$1.25 n.

Short stories introducing Scipio Le Moyné and some of his friends already known to readers of "The Virginian." *Contents:* Happy-teeth; Spit-cat Creek; In the back; Timberline; The gift horse; Extra dry; Where it was; The drake who had means of his own.

**Woods, H. C:**

The danger zone in Europe; changes and problems in the Near East; with 3 maps and 52 illustrations. Bost., Little, Brown, '11. (My13) 328 p. O. \$3.50 n.

Contains information acquired and gives impressions gained during two extended tours in the Near East since the advent of the Constitutional régime in Turkey. The author, who has travelled in all the countries of the Balkan Peninsula and also visited Crete, has made journeys across little-visited districts of the interior situated between the Bulgarian frontier and the southern coast of Asia Minor. Special chapters are devoted to the Turkish army, the military revolution in Greece, the Cretan crisis, the Albanian question, and the Independence of Bulgaria. The volume is illustrated by signed photographs of many of the most important statesmen and politicians who have been instrumental in bringing about the changes in the Near East, and also with pictures taken by the author during his travels. The Armenian massacre receives special attention.









BANQUET OF THE AMERICAN BOOKSELLERS' ASSOCIATION, HOTEL ASTOR, MAY 11, 1911.



# The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

May 13, 1911

The editor is not responsible for the views expressed in contributed articles or communications.

Publishers should send books promptly for weekly record and descriptive annotation, if possible in advance of publication. The Record of the PUBLISHERS' WEEKLY is the material of the "American Catalog," and so forms the basis of trade bibliography in the United States.

*"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and an ornament thereunto."*—LORD BACON.

## THE 1911 CONVENTION.

THE Annual Convention for 1911 of the American Booksellers' Association definitely marks the new epoch in the history of the Association. Last year this newer spirit was already manifest; the result of the good work for net reform done by a few earnest workers was even then apparent; a "cheerful bookseller" then made his first recorded public appearance.

But this year, with a programme doubled in length and importance, an attendance doubled in numbers if not in enthusiasm, a notably business-like handling of the work of the convention, splendid papers and live discussions of them—this year marks the rise of the Association—if the phrase be allowed—to full convention stature.

As Mr. Stewart's "keynote speech" last year was prophetic of the spirit of this year's convention, so, it seems to THE PUBLISHERS' WEEKLY, Mr. Melcher's stirring little impromptu "call to action" is prophetic of the convention spirit next year. After all, this annual convention is a meeting, not of the American Bookbuyers' Association—though an outsider might have been pardoned for thinking so after listening to the convention proceedings for three years past—but of American booksellers. For three years—and rightly so—the emphasis of the convention has been placed on fair buying. Rightly so, because, if the books were bought at a price or on terms that showed a loss in advance, selling them were a poor topic for discussion.

But now, with net reform a reality, with bookselling established as a business at least prospectively profitable, it were time to face squarely certain problems of selling. In fair-

ness we might as well confess—although admitting that there has been very little incentive to do otherwise—that the average bookseller in times past has not realized his full opportunities. The very fact that the mail order publisher, the department store, the subscription bookseller, the public library even, have all encroached more or less upon his field is in itself proof that the bookseller has not himself tilled that field as *intensively* as he might. The American people, be the reason what it may, are not such a book-buying people as they might be induced to become. The bookseller has not that absolute command of book distribution in this country that he has in Germany, for instance, and that he might very well have here. The bookseller—and in this term should be included every department store which does a legitimate, genuinely constructive book business—has, however, shown itself capable of realizing its own mistakes and the handicaps imposed by others; and, by concerted action, of correcting both. Now for the next step, a systematic, aggressive, co-operative campaign to increase retail book sales!

In closing the editorial comment on the Tenth Convention last year THE PUBLISHERS' WEEKLY said: "The 'most successful convention yet' should stand as a record only until exceeded by that of 1911." That, as it turns out, was just as long as the 1910 record did stand. How much it was exceeded this year the very size of this number of the WEEKLY in itself bears significant witness. *Now for 1912!*

AN apology is due our readers for the delay in the publication of this number of THE PUBLISHERS' WEEKLY, owing to the fact that the official stenographers were quite swamped with the mass of convention proceedings. A large part of the "copy" did not reach THE PUBLISHERS' WEEKLY office till Monday morning. If the convention continues to grow in length and importance either the force of stenographers will have to be again increased or our report of the proceedings postponed a week.

A little summary of attendance records:

1907	36
1908	59
1909	88
1910	161
1911	254
1912	?



# The Eleventh Annual Convention of the American Booksellers' Association

WALTER L. BUTLER, PRESIDENT, Wilmington, Del.  
HENRY S. HUTCHINSON, SECOND VICE-PRESIDENT, New Bedford, Mass.  
A. B. FIFIELD, SECRETARY, New Haven, Conn.  
W. H. CATHCART, FIRST VICE-PRESIDENT, Cleveland, Ohio.  
J. K. GILL, THIRD VICE-PRESIDENT, Portland, Ore.  
E. T. HANFORD, TREASURER, Middletown, N. Y.

EXECUTIVE COMMITTEE.  
W. B. CLARKE, Chairman, Boston, Mass.  
C. E. BUTLER, New York.  
W. K. STEWART, Indianapolis, Ind.  
A. M. ROBERTSON, San Francisco, Cal.  
PERCY DOUGLAS, Kansas City, Mo.  
THE PRESIDENT, SECRETARY AND TREASURER

## TUESDAY—MORNING SESSION.

THE Eleventh Annual Convention of the American Booksellers' Association was held at the Hotel Astor, Broadway and 44th Street, New York City, May 9, 10 and 11, 1911.

The meeting was called to order by the president, Mr. Walter L. Butler, at 10:15 o'clock.

*The President.*—It is essential that all members who have not so far registered shall do so; they will then receive their badges. My report is as follows:

### PRESIDENT'S ADDRESS

*Gentlemen:*

In opening this, the Eleventh Annual Convention of the American Booksellers' Association, I want first to congratulate the Association on its development and the good work done since its organization, ten years ago. I was fortunate enough to be one of the comparatively few booksellers assembled to organize this Association, and I have watched its growth and development with much satisfaction. I do not wish to rob our good friend, W. K. Stewart, of Indianapolis, of any share of his glory as the original "cheerful bookseller," but I want to put myself in his class—I always like to be in good company—and I want to state emphatically that I am an optimist myself. I was optimistic as to the organization of this Association, and I am satisfied that my optimism is fully justified.

### GROWTH OF THE ASSOCIATION.

Our membership has increased; conditions have steadily improved. Our conventions have gained in interest and importance every year, until to-day we are here to share in the greatest convention in the history of the Association. The year, which is just closing, has been one of considerable progress. It is true that all existing evils of the booktrade—the growth of many years—are not yet satisfactorily remedied, that every cause for complaint has not been removed, but that much has been achieved no one will deny. Price cutters, agreement violators, are few. Possible profit margins are growing, and conditions throughout the trade in general, and the relations of the trade with the publisher, are on a much more satisfactory basis than ever before.

There is, however, still much to do. We are here to devise the best way of doing it. I hope that in our deliberations we shall con-

sider only those things which will result in benefit to the entire trade.

I think a contract between each individual publisher—or jobber—and the bookseller is essential for the maintenance of their selling terms. This in order to avoid the temptation of giving away part of the profits now possible from the sale of books. The discounts allowed to the booktrade on "pick-ups" are susceptible of considerable improvement, and should be revised. It should be compulsory that the amount of postage on books mailed should in all cases be added to the selling price of the book. Unfair competition—the kind of competition that eliminates all chance of a profit in the handling of library orders—should be regulated. The question of prices and publication time of rebinds has been the subject for much discussion among the booksellers, and might properly be considered by the convention.

Let us discuss these and other matters brought before us fully and freely, but always in a spirit of careful consideration and moderation, which, while it may not convince, need not offend those who have views differing from ours.

### WORK OF COMMITTEES.

The committees during the year have most faithfully labored, and there has been much for them to do. The Executive Committee, under the able direction of Veteran W. B. Clarke, naturally bears the brunt of the Association work, and under Mr. Clarke's lead it has most ably handled the problems that have come before it. The Committee on Membership has made a canvass for new members. The Committee on Programme and Entertainment, and the Committee on Banquet have also labored to good purpose, as the results of their work at this convention will show. Monthly communications have been sent out to our members, to keep in touch with them and to promote co-operation. A large number of the authors have been communicated with in reference to net prices. Many complaints have been adjusted and cause for same removed.

I wish again to urge upon our members the need, and advantage, of more thorough co-operation. If every one would simply take his cue from the proceedings of the convention, and talk up those principles which are here developed as representing the sentiment of the booktrade of this country, the Association could achieve much and with less effort.



In closing my term as president, I wish to express my thanks and earnest appreciation for the support that has been given me from all quarters, a support without which any efforts must have been fruitless. It has been an honor to serve you for the three years of my term, and I earnestly ask for your next president the same, no, even a more hearty co-operation in carrying out the work of the Association.

#### *The Secretary.—*

There has been the usual number—and I suspect I have not all—of letters from people who could not come, and there has also been a rather gratifying number of letters and telegrams from people who could come notifying us in that way. Of course I will not read all these letters, but I find in one or two of them things I want to call to your attention. Here is a letter from a bookseller in Montpelier, Vt. Mr. Buswell writes that he regrets that he is unable to come to the convention, but one sentence here is thoroughly worth having. Speaking of the benefits of the net price system he says: "Our sales have nearly doubled in last six months." Here is another letter addressed to Mr. Charles A. Burkhardt. There are still some people who cannot get over the idea that the meeting is a banquet and that it is run as it used to be by Mr. Burkhardt. This is from H. Taylor Rogers, Asheville, N. C., and he says something in this letter what he has said before which I think we should listen to, and that is, that he has always been in favor of having the convention held in the Fall instead of the Spring, as he thinks the attendance would be much larger. We have also a letter from W. P. Goodman, of Goodman's Bookstore, Manchester, N. H., regretting that Mr. Goodman is unable to be present; also a letter from Mr. C. W. Sanders of St. Paul, Minn. And here is a letter from A. M. Robertson, of San Francisco, Cal., and I have read it over three or four times to be sure that I am right, and I am. He says he cannot be with us, but is with us in spirit, and says, "I enclose check for the seat I would like to fill in person" (Applause). Here is a letter from H. W. Fisher & Co., of Philadelphia, and if Mr. Fisher is not here himself he is to be represented. These are perhaps enough to cover this ground.

#### *SECRETARY'S REPORT*

What has been accomplished during the year between the tenth and eleventh annual meetings of the American Booksellers' Association would be a review of the work done by the standing committees during that period. Much correspondence has, however, passed through the hands of the secretary, and has been distinctly more optimistic and satisfactory than in previous years, reflecting apparently the better conditions prevailing in the trade. Complaints have been fewer and encouraging reports more frequent. One book and stationery house in a prosperous New England city announced its intention of enlarging the book part of its business

to three or four times its previous size if the protection of the net price system applied to fiction was assured. Their faith had been a little shaken by price cutting on a popular novel, which had held its place as one of the best sellers after the year of price protection had expired.

Applications for membership have been increased, and renewals of some which had lapsed through indifference have been effected.

Uninterrupted communication with members has been kept up by means of the monthly letters issued since September, 1910. These have been written by different members of the Association and submitted to the officers and the chairman of the executive committee before publication.

Frequently acknowledgment of their receipt has been made, and the plan seems to have met with general approval, although there has been an occasional dissent to some idea expressed. In such cases the dissenters have been invited to make themselves heard at the next meeting of the Association.

The publication of the proceedings of last year's convention was unduly delayed by unavoidable complications. This year arrangements, necessarily more expensive, have been made for a somewhat fuller transcript of the daily proceedings and a prompter issue of the official report. The advantages of these increased facilities will be realized if speakers make themselves known for the benefit of the stenographers, and speak in stentorian tones of the calibre that they would use in talking with the representative of a publishing house that was still putting out fiction at list prices.

It is evident that the number of members and visitors in attendance at the sessions of last year was not accurately represented by the one hundred and sixty names obtained for record. It is desirable to make the list more nearly complete this year. All in attendance, therefore, are requested to hand in their names and addresses at the secretary's desk before the opening or at the closing of the general sessions.

The open character of the general meetings, and the fulness of the programme of each session, seem to make it desirable, if not absolutely necessary, that some provision be made for brief executive sessions, in which the members of the Association shall meet as a committee of the whole. This question will probably be brought before the Association at the present meeting.

If the invitations extended by the officers and committees are accepted by those to whom they have been sent, the attendance this year will be not only larger but more representative than ever before.

In the selection of officers for the ensuing year the advantages should be considered of conferring the office of secretary upon some member whose geographical location and possession of leisure are such that he could spend at least half a day of each week at the headquarters of the Association, 27 East 22d Street, New York.

Respectfully submitted,  
ALBERT B. FIFIELD.



On motion duly made and seconded the Secretary's report was accepted and placed on file.

*The President.*—I notice in passing the Secretary's report that I neglected to put the matter before the convention of the adoption of our previous minutes; it is only a form, but it has usually appeared on the minutes.

On motion duly made and seconded, the minutes of the previous meeting were adopted and ordered on file.

*Mr. E. T. Hanford*, of Middletown, N. Y., then read the Treasurer's report, which is as follows:

#### TREASURER'S REPORT

##### Receipts.

Balance in treasury May 10, 1910.....	\$846.94
Receipts since:	
From 1910 membership dues paid after the convention—21 members at \$5.....	\$105.00
From 1911 membership dues to date:	
208 members at \$5.....	1,040.00
1 member at \$2.....	2.00
Profit on Tenth Annual Banquet. Rent from The Indexers from June 1, 1910, to June 1, 1911—12 months at \$6.....	108.20
From Bookseller, Newsdealer & Stationer and THE PUBLISHERS' WEEKLY (\$18.45 each for one-third share of expense of 1910 Convention Proceedings Report).....	72.00
	36.90
	<u>1,364.10</u>
Total receipts.....	\$2,211.04

##### Disbursements.

Rental of Office for 12 months at \$20 per month.....	\$240.00
Miscellaneous printing bills paid by check (including 1910 Convention Reports and 1911 Convention Programmes).....	364.72
Reporting of 1910 Convention Proceedings..	55.35
One-half page advertisement in THE PUBLISHERS' WEEKLY....	14.00
W. B. Clarke for expenses in connection with Association matters.	13.00
200 Convention badges and 20 Banquet Committee badges....	25.00
On account of Cash Box.....	525.00
	<u>1,237.07</u>
Total disbursements....	
Balance in treasury May 9, 1911..	\$973.07

##### CASH BOX REPORT.

##### Receipts.

Balance in Cash Box May 10, 1910.....	\$7.33
Received from treasurer.....	525.00
	<u>532.33</u>

##### Disbursements.

Grace E. Going, manager, salary, for 52 weeks at \$6 per week.	\$312.00
Postage.....	115.30
Expressage.....	2.65
Exchange on checks.....	1.27
Incidental expenses of Walter L. Butler, president.....	26.70
Incidental expenses of A. B. Fifield, secretary.....	5.60
THE PUBLISHERS' WEEKLY for 1000 circulars.....	1.75
Fees for money orders.....	.21
	<u>505.48</u>
Balance in Cash Box May 9, 1911..	\$26.85

On motion duly made and seconded, the Treasurer's report was ordered spread upon the record.

*The President.*—I call on the Programme Committee for their report.

*Mr. Eugene L. Herr* (Lancaster, Penn.): I really haven't any report to make, as the

report was submitted to the members some time ago. I want to heartily thank the members of my Committee, the President, and such members of the Association as have helped out with suggestions in securing the speakers. I want to take this occasion to impress on everybody the necessity of being on time, for the sessions are full, and if you want to get through the whole programme you will have to be on time. There are two social features, the theatre party tomorrow night and all those who want to go will have to get tickets as soon as possible so I can make arrangements; and the automobile party on Thursday afternoon. I think that is all with regard to the Programme Committee, and I thank the Lord I am done with it. [Laughter.]

*The President.*—I can appreciate the force of Mr. Herr's statement. It is a great matter to get up a programme, I think. The next report, and the most important, will be that of the Executive Committee, Mr. W. B. Clarke, of Boston, Mass.

*Mr. W. B. Clarke.*—I am doing as I have done in years past, using the big "I" on most every occasion, and I have done it with malice aforethought; whatever we have accomplished, whatever we hope to accomplish I am glad to say has been done without one single bit of combination—not so much as even the combination of two meeting together and agreeing on everything; I assume every responsibility for every document I have even sent out. I therefore give the report of the Executive Committee and Committee on the Associations of the Publishers and when the "I" is used, it has not been used egotistically. I have done it with the idea of relieving the Association of every possible allegation of its being in restraint of trade. It is as follows:

#### REPORT OF THE EXECUTIVE COMMITTEE

I have the honor to report to the Association upon matters having to do with the Executive Committee and Committee on Relations with publishers.

The convention was hardly over before arrangements were made, as the result of an invitation given by Messrs. Doubleday, Page & Co. to our Association to visit them at Garden City, on the first day of this convention, May 9. I think I am warranted in expressing the appreciation of the trade for this generous offer of hospitality.

You will remember that in 1909 there was much complaint in reference to certain breaks in prices upon some of the mail order houses' catalogues, but nothing could be done that year, as the catalogues were in circulation. With the knowledge acquired at that time, and almost immediately after the convention of 1910, various publishers were reminded by letter of the troubles of the previous year, and that there was a strong probability of other mail order houses making trouble the coming year, 1910-1911. The majority of the publishers met the situation promptly and fairly, and no complaints have been received in reference to failures to maintain the proper prices.

Some complaints were received in conse-



quence of some regularly issued catalogues with fiction at \$1.08 without knowledge that the price \$1.08 was based on a maximum discount of 28 per cent. from \$1.50, which had its origin in the Publishers' Association, and was authorized several years ago by that body, and had been adhered to by those publishers who persisted in publishing fiction and other books in the archaic method, now happily going out of existence.

#### FIGURES ON PROFITS AND LOSSES IN BOOK-SELLING.

The figures of possible profits and loss from Mr. Charles E. Butler's communication of last year, the bulletins issued by Doubleday, Page & Co. along the same line, and perhaps by others, have been instrumental in continuing the campaign of enlightenment to the trade particularly, and the public generally. Many appreciative letters have been received from booksellers, who seem to be buying on a sane basis of selection as to desirable books, an insistence upon net price and a proper discount.

Letters have been received objecting to the publication of the possibilities of loss in the book business, and showing the impossibility of a profit upon the discount received. The result of honest publicity has, however, proven beneficial.

There has been complaint in opposition to publishers supplying societies, institutions, mission boards, etc., at lower prices than to dealers, with probable knowledge that the societies, etc., were distributing their books to members at prices lower than the booksellers could, and at a lower price than the booksellers were allowed to sell, or in some cases could buy at.

Requests have been made that publishers shall put on their catalogues the same notice that is on the catalogues of so many manufacturers in other lines of business, namely, *that prices are subject to change at any time*. This seems to have become necessary because of the changing of prices from regular to net, thus making it *obligatory upon any one pricing a list to protect himself by a reservation in such cases*.

#### UNDERSELLING.

There have been a few complaints of underselling, but with no definite proof upon which your representatives could act.

There have been other cases which were promptly acted upon by correspondence with various publishers. A number took immediate action, one house in particular employed counsel at once. In this instance "the cutter" demonstrated the fact that he had not bought any of the books directly from publishers. The source of supply was not discovered with sufficient certainty to warrant proceedings against the underseller. The publishers were informed that while they could not act collectively to prevent the cutting, there was nothing in the world to prevent them from working in combination in an honest search for the source of the undersellers' supply. It was competent for them to act individually in stopping the supply of any underseller.

During the year Mr. Eisele represented the

Association at the International Publishers' Congress at Amsterdam, Holland.

There was a very well-directed effort made to get booksellers in several cities to unite on a price in excess of \$1.08 or \$1.12 on books published at \$1.50 regular with the consequent failure which is sure to come in some locality or other. This is mentioned because of the twaddle which publishers' representatives so frequently give us, as to the feasibility of a maintenance of price and a possibility of profit by agreement on the part of a group of dealers in one locality or another. Losing sight of the unfairness to the consumer of a varying price according to locality, and ignoring the fact that an agreement of that sort is a combination which might be found to be in restraint of trade.

At various times during the year we were gratified by notifications from various publishers who had made up their minds to get on to the net price platform at once, and a very large percentage of them have already done so, or made promises to that effect.

The announcements of the retirement of Mr. Palmer and Mr. Hanford were heard with regret tinged with a respect for men who not only had the courage, but the ability to burn their bridges behind them, and to leave a business which, to say the least, had treated them very shabbily. Mr. Hanford kindly consented to remain a member of the Association and its treasurer until this convention was over.

#### SALES OF BOOKS TO STATIONERS

A very important matter which was brought to our attention by dealers in one of the larger cities of the country is worthy of very serious consideration at this convention. The communication reads as follows:

"We, the booksellers of ———, find the publishers of New York and elsewhere are selling to stationers and other concerns of our city who do not stock a line of books, thus allowing them to sell as booksellers. Should we not have some protection, and ask what can be done in reference to the publishers refraining from this?"

It seemed advisable to bring this to the attention of the members at this convention. The interlocking of book and stationery business has made it rather a difficult proposition; but since that time your chairman has personally refused to give discount to any stationer who does not carry a stock of books regularly. This applies of course to books published within a year, not on the old books called "Standards," "Regular," or any other misnomer that you may choose to use.

#### DELIVERY OF NEW BOOKS.

A serious difficulty we have to meet is the inability on the part of so many publishers to secure the simultaneous delivery to all dealers in a city or town of new books. Your chairman objects seriously to this condition, and in spite of explanation by many publishers, for whom he has the highest regard, he still thinks that to be unable to do so reflects on their business methods. Their difficulty in this direction does not compare with that which the bookseller experiences in handling a business which is augmented fourfold in its



sales for December, as compared with July and August.

CORRESPONDENCE WITH MR. WYER.

THE PUBLISHERS' WEEKLY of March 4 contained a most helpful letter from the president of the American Library Association. It seemed to be absolutely fair, and his conclusions approximately correct as to the now existing conditions in the book business, conditions which would excite only ridicule and contempt in most other branches of mercantile life. I wrote the president as follows:

BOSTON, MASS., March 11, 1911.

Mr. Jas. I. Wyer, Pres.,  
American Library Association,  
Albany, N. Y.

DEAR SIR: I read with interest your very exhaustive article in the PUBLISHERS' WEEKLY of March 4. It seems to me that your presentation of the case was most fair, barring some errors of fact, and was all that could be desired. It is, however, unfortunate that there is so much misapprehension in reference to the cost of doing the book business, and that there are so many snags which are omnipresent, and yet not common to merchants dealing in other commodities.

It occurs to me that much good could be accomplished if you, representing the American Library Association would meet me, representing the American Booksellers' Association. I, therefore, venture to suggest a personal interview in Boston, at which I shall be glad to show you the exact sales for a week, a month, or a quarter, to four leading purchasers of books at the library discount, namely, the Massachusetts State Library, Boston Athenæum and Boston Public Library, all buying current literature and the latter buying largely of the other literature in new condition but under the older methods as to price and discount. To this latter class I would add the State Commission which buys almost entirely of the older books, also in new condition. In addition, I will show you the cost, item by item, of every book charged, and the gross cost of each entire lot, against the gross price at which each lot is charged.

If this plan seems feasible to you, I will gladly devote as much of a day as is necessary for it, and will show you also the selling prices and costs of books returned for various reasons. In addition, I will show you publishers' bills showing exactly the discounts which we receive.

Knowing that this would mean a financial outlay on your part in addition to the time given, I shall be very happy to pay your expenses for the trip.

It seems to me that a great deal of good could be accomplished, and much future friction and wasted energy in the way of communications to various periodicals could be eliminated, and the allied interests, so far as booksellers and library representatives are concerned, could be placed on a harmonious basis, consequent upon a thorough knowledge of the facts in the case.

I feel very much, and always have, as did my late brother-in-law, Wm. H. Baldwin, Jr., who never hesitated to take the patrons, the stockholders and the employees of the Long

Island Railroad into his confidence, by a statement of the truth rather than an evasive method, not to use a worse term.

If, however, this meeting is impossible, I should be very glad if you, representing your Association, desire to ask Mr. Belden of the State Library and State Library Commission, Mr. Bolton of the Boston Athenæum, and Miss Macurdy, head of the ordering department of the Boston Public Library, to act for you. My preference would be to have you personally see every part of the business from the booksellers side, and by the actual entries as existing upon the books of account of one bookseller at least, verify my position.

Yours very truly,

W. B. CLARKE,

Chairman Executive Committee, American Booksellers' Association.

I read herewith his reply:

Mr. W. B. Clarke,  
Chairman, Am. Booksellers' Ass'n,  
Boston, Mass.

DEAR SIR: Your letter of the 11th is on my desk on return from a few days' absence. I agree with you thoroughly that a personal interview is apt to clear the air much better than correspondence in the PUBLISHERS' WEEKLY or anywhere else. I am not sure that I am sufficiently master of all the details of this rather intricate and involved matter to be a thoroughly satisfactory representative of this Association. Our grievance, so far as we have a feeling strong enough to be called by so hard a name, is rather against the publishers than against the booksellers. We have never, either now, or eight years ago, had anything but the friendliest feeling for booksellers, unless it be that we have been made to suffer for their good, and in what seems to most librarians an unnecessary way. If we are wrong, and you people can be set on your feet or given a fair show in a business way without hitting the librarians as well, why of course we want to know it. If your sales to library purchasers are relevant evidence, we should be glad to see them and to hear anything you may have to say.

Will Saturday, the 18th, be a good day to spend with you? It ought not to take all day; I should think the forenoon would be enough. If so, wire me on receipt of this, and I will come over Friday night. If a later date is better, make an appointment to suit yourself. March 31 would suit me rather better than any other day, but if you wish it to be earlier, I am at your service on any day.

Yours truly,

(Signed) J. I. WYER, JR.,  
Pres. American Library Ass'n.

The interview, while somewhat strenuous, was most amicable, and your Chairman looks back with pleasure to the same. After the interview, these two letters finished the subject for the time being.

I will say, incidentally, that the first thing Mr. Wyer sprang on me was the printed report of some meeting of some library organization several years ago in which the public were informed that four leading publishers in the United States controlled all the retail booksellers. I reached over to my



files and handed him some letters which I had sent and which appeared in the last correspondence in reference to the Travers Macmillan subscription book matter. He read those letters and said, "I do not think that the booksellers are controlled by anybody." I said that with one or two possible exceptions there are no booksellers in the United States who are controlled by any publishing house whatsoever. On March 24 I received the following letter, and will read it and my reply thereto:

ALBANY, N. Y., March 23, 1911.  
Mr. W. B. Clarke,  
26 Tremont Street, Boston, Mass.

MY DEAR MR. CLARKE: Since Saturday I have been thinking over the facts and figures you filled me so full of last Saturday. I learned a good deal I was glad to know, and the following facts stand out in my opinion as a result of our interview.

1. That there is no co-operation, collusion or understanding between publishers and booksellers to boost the price of books.

2. That the booksellers were behind and responsible for net fiction and that they reap almost the whole benefit from it.

3. Before net fiction the booksellers who handled library business and met jobbers' figures, did it at a loss. They say they do it at a loss because (a) they hope for better conditions; (b) their library business enables them to buy in larger quantities and thus get slightly better discounts; (c) sentiment.

Mr. Clarke (interrupting his reading).—"Now, that is a pretty lame excuse for us going ahead and doing the library or other business at a loss; but I think he got a clear idea of the only excuse I could give."

4. Booksellers claim it costs 25 to 28 per cent. on gross sales to run a retail store. Without being in any position to know much about it, I am inclined to doubt whether it ought to cost as much as this to run a retail bookstore.

5. Library trade is admitted by the bookseller to be desirable because (a) it is sure pay; (b) it means bulk sales; (c) it requires no visiting and little advertising.

Its undesirable features are (a) very slow pay; (b) its "approval" feature; (c) the practice libraries have of asking for competitive bids.

6. Booksellers profess a friendly feeling for libraries and a willingness to see them have any discount that shall enable the bookseller to do business with them at a fair profit.

Mr. Clarke (again).—"That is a pretty good qualification, and I think while we are on the library business that is a very important subject for us to take up; I think it will occupy but a short time when all the facts are known."

As I told you at the end of our interview, all this doesn't seem to lead anywhere in particular. I do not see anything in it which looks in the direction of a better discount than 10 per cent. on fiction. If all your claims are true, the booksellers certainly are not going to be willing to see libraries get more than this.

I enjoyed my visit with you exceedingly; am thoroughly convinced of the earnestness

and honesty of you and your Association in your contentions with the publishers. The libraries seem to be caught between the upper and the nether mill stone, and whether anything we can do will have any effect seems doubtful. There are a few things, however, that I think we can try.

Very truly yours,

(Signed) J. I. WYER, Jr.

Then I wrote him again, and he replied.

BOSTON, MASS., March 27, 1911

Dr. Jas. I. Wyer, Pres.,  
American Library Ass'n, Albany, N. Y.

DEAR MR. WYER: Thank you very much for your kind letter just received. I think that you have the situation pretty clearly in hand with one or two exceptions.

As to Article 4, you may rest assured that when a bookseller includes a reasonable salary for himself (not an unreasonable one), and figures every actual expense in doing business, he cannot possibly do it at less than 28 per cent. on gross sales. In other words, a one hundred thousand dollar business costs twenty-eight thousand dollars to do. I should not rely on the figures of very many dealers in any business. My reliance is placed on those who have a complete and thorough system, and know every detail of expense, and every dollar of profit.

In the second section of Article 5, "The practice libraries have of asking for competitive bids," it is not so much the practice of asking for the bids, as the lack of ability to judge whether the list being priced is done "squarely" and "above board" or otherwise. It should be a perfectly safe proposition for a reputable dealer to say, "we will make the regular discount allowed upon net books, and a stated percentage of discount upon regular books new."

In the paragraphs following Article 6 the last sentence, "If all your claims are true, etc." I beg to assure you that there is no statement which I made that I believe to be other than absolutely correct. I believe that what the booksellers would be willing to concede to libraries would depend entirely upon what discount the booksellers receive themselves. I feel sure that the various reasons for which booksellers desire to handle library business, would insure a willingness to do it without profit, but not at a steady loss.

There were a few figures which I did not give you, namely, the gross amount of the books returned which were regularly charged to libraries. I have taken the year 1910 and find that the gross charges (to libraries) were \$79,431.13, and upon this business there were returned books to the value of \$12,182.61. Therefore, as you saw that the sales to libraries show a gross profit not equal to the expense of doing business, and then to deduct so much with the labor consequent upon charging and crediting so many books without sale, makes the gross possibility of profit still less. If the library business could be done upon a basis of payment within ten days of purchase, and a diminution, if not a complete elimination of the return privilege, especially on books directly ordered for the libraries, the pos-



sibility of a discount satisfactory to both sides could be arrived at. This is an idea which I entertain personally. I think the majority of the booksellers would concede such conditions.

I think that we made an error somewhere when we figured a net book published at \$1.35 with a discount of one-third costing 94 cents instead of 90 cents. I do not know just how it happened but certainly one or both of us were in error on that point.

The above was dictated upon arrival of yours of March 23, but I was unable to get any farther, and now acknowledge receipt of yours of the 24th, and have made the correction in paragraph 3 in accordance with what you say.

I beg to express the great pleasure which I had in meeting you, and trust that some time I may be able to be a little more hospitable, and not confine myself to simply showing you uninteresting details in reference to the conduct and conditions of the booktrade.

I take pleasure in enclosing check, and trust that you have included every expense. I do feel that some good will come from our combined investigation on a very important subject for both bookseller and libraries. With kindest regards, I am

Very truly yours,

(Signed) W. B. CLARKE.

That finishes that transaction about libraries, and I think that a great deal was gained. I learned from Mr. Wyer that all that I have supposed to be true—and felt to be true—in reference to our combination with jobbers is absolutely true, and it has got to be stopped, and it can only be stopped by a contract. I do find that publishers are ready to take hold when I write them a letter, and they do it right off.

#### THE OVERSTOCK PROBLEM.

An investigation has been made in reference to overstock. It is impossible, no matter how conservatively one may purchase, to avoid having a certain percentage of books which, after a year's effort, remain on one's shelves unsold. For several months a careful record was made of such stock, whether it was one copy from a lot, large or small, or a number of copies from large lots. Each publisher was written to with a simple statement of the titles and quantity of each on hand, and was asked whether he would like to exchange for other stock; take back without exchanging; or, whether the dealer should sell the books for whatever he could get. In many cases the replies were amusing, but not reassuring to the buyer, who must continue to face the efforts of travelling men to force him to buy quantities in excess of his real or even possible needs, the original discount on the books when purchased being too small to be considered as a business proposition; and if increased, the quantity necessary to obtain the increase would be out of proportion to any possibility of output by the retailer. In one or two instances the publishers were willing to exchange, or make some con-

cession in the way of a special allowance as extra discount. Many declined to do anything of the sort, and told the dealer to sell for what he could get. This is merely a cautionary signal against buying more than you can surely sell; and, in any event, to avoid buying at all unless there is a minimum discount of at least one-third from net advertised price.

#### IMPROPER JOBBING DISCOUNTS.

There has been much dissatisfaction expressed at the special discount allowed certain dealers calling themselves jobbers, whose total purchases do not equal those of some retailers.

Still more dissatisfaction has been developed on the part of the trade as a whole, because of the continuance of the so-called jobbers taking advantage of their extra discount, and selling the older books at prices lower than the booksellers pay when purchasing direct from publishers. This situation will have to be met this coming year by something more drastic in the way of an object lesson.

Objections have been made to sales to dealers not booksellers, who buy for Christmas only, who pay no attention to publishers' requirements as to maintenance of price, but who are apparently able to purchase as advantageously as the bookseller who carries stock the year around.

#### SUBSCRIPTION VS. TRADE DISCOUNTS.

The action of publishers in reference to subscription books sold to agencies at an average discount greater than that given to the regular bookseller on standard publications of these same publishers, and the sale of standard publications on occasional orders to the subscription dealers at as low a price, or lower, than the same books are sold to the regular dealers, has excited much animosity on the part of the retail booktrade. This condition has called for and has met with vigorous protest made through the columns of *THE PUBLISHERS' WEEKLY*, and more or less individual correspondence from dealers to publishers. The only thing which can be said in favor of this method is that it proves positively the possibility of a contract with both the subscription men and the retailer, with a living profit for both. Buyers who prefer the door to door method of selling, and those who dislike that method, have the opportunity to buy in accordance with their preferences, and to get the same price either way. Several dealers, during the year, issued an ultimatum to the effect that beginning with the year 1911 fiction not net would no longer be displayed in their stores.

#### WORK STILL TO BE DONE.

All of the work done by your officers and many of the members of the Association has carried the bookseller nearer a possibility of a profit in business than had been the case up to the present time. You are, however, very far from reaching the goal for which you are striving. You will never reach that point until you continue to insist upon net



books, with a minimum discount of a third. An illustration came to your representative within the month of a new book with a limited number of pages, unnecessary spacing of type and a net price of \$1.25. A dealer could buy single copies at 90 c., a discount of 28 per cent., with which to cover an expense of the same amount, with no leeway for discounts to libraries and loss on unsalable copies. The possible purchasing price was at the rate of 85 c. each for 10 copies, 81 c. for 25 copies, and 79 c. for 100 copies. Proven statistics show that out of 750 fiction titles published annually only 160 prove successful as sellers. A bookseller, buying conservatively, has to dispose of at less than cost (subject to whatever expense accompanies the sales of books at cost, or less) all unsold copies. There is altogether too large a number of books upon which the purchaser of small quantities does not receive a discount equal to the actual expense of selling. In addition to the possibility just named are the various books upon publishers' catalogues upon which the discounts are variable. For instance, taking the catalogue of a leading publishing house as an illustration, and omitting such subscription books as may be on the catalogue, you will find four different discounts. Certain books may be bought for one-fifth, others at one-fourth, and others at one-third from catalogue prices. Regular books may be bought by a fairly liberal buyer at forty and five. Taking a dollar book in each of these classes, and we find that the net cost to the dealer would be 80 c., 75 c., 66⅔ c. and 57 c. Adding these together, the total cost is \$2.78, which subtracted from \$4 would leave the gross margin of \$1.22 on a sale of the four books at catalogue prices; or an average of a slight fraction over 30 per cent. of gross profit; but remember the 28 per cent. of expense, and the fact that on sales to libraries there would have been 10 per cent. off on the three net books and 33 per cent. on the regular book; or, had the regular book been sold at retail, there would have been the maximum discount of 28 per cent., which publishers have practically forced the dealers to give on regular books. It looks like this:

Sold at retail:

\$1.00	.80
1.00	.75
1.00	.66
.72	.57

\$3.72 \$2.78 — 94 cents profit, or 25 per cent. of profit against the 28 per cent. of expense, or a net loss of 3 per cent.

Sold to library:

\$0.90	.80
.90	.75
.90	.66
.67	.57

\$3.37 \$2.78 — 59 cents profit, or 17 per cent. of profit against 28 per cent. of expense, or a net loss of 11 per cent.

#### POSSIBILITIES OF PROFIT STILL SMALL.

We have not made any very substantial gain in possibilities of profit upon our purchases as a whole even with all books sold at retail and none left for the bargain counter. Conditions are now much better where the publishers give 30 per cent. or 33⅓ per cent. on net books, and do not publish very many books with a discount of one-fourth or one-fifth, or less. All of which compels your chairman to call your attention to the books which have been published over a year and are still salable, with no restriction as to whether a net price shall be maintained or not. Also to the fact that the jobbing houses will sell all the older books to libraries at lower prices than those at which the bookseller can purchase. Unless you can continue, as so many have done during the past year, to decline to purchase new books except at a discount affording a margin of profit in excess of the cost of doing business, you had better go out of the book business. You should insist that all older salable books must be sold at a fixed price guaranteed by contract, and at a discount to the dealer greater than now asked for or allowed, except in a few instances, upon new books. Otherwise you may as well give up the sale of standard books not second-hand.

These are not agreeable facts to offer you when so much good work has been done, and so much has been accomplished, in laying the foundation for a better future, yet your chairman feels it is only right for him to present the case as forcibly as possible.

Your chairman can only urge you to be more insistent upon obtaining what you should have, and more consistent in your refusal to lay in stock of any merchandise which does not pay you a profit when carried for several months before possible sale, and which has been paid for in advance of such sale, with the further possibility of delayed payment by the customer, which latter imposes an additional burden to that most willing of willing donkeys, the bookseller.

#### POSSIBILITY OF A CONTRACT BASIS OF SALE.

The recent decision in reference to the sale by contract of a certain proprietary medicine has been apparently a source of unalloyed pleasure and great joy to certain publishers and their representatives. Your chairman received, from some of them, several and sundry extracts from newspapers and personal communications in relation to the subject.

The joy, however, was short lived when the exultant combination already alluded to was informed that the decision was not in opposition to either the patent-right, trade-mark or copyright, but applied to the class of drug store preparations where the formula was open to general use. There was, moreover, the dissenting opinion of Justice Holmes to the effect that even this class of druggist preparations might have a protection in the way of contract, if the contract were properly worded.

The evidence accumulates with magnificent rapidity to the effect that copyrighted books



can be, and are, sold by a contract which can be maintained as easily as one for patented or trade-marked articles.

Your attention is again called to the request, already read to you, of those dealers who desire that the sale of books at dealers' prices shall be limited to actual booksellers.

A vigorous protest should be made against the sale of cheap editions of standard authors, at prices lower than the wholesale prices which you pay for trade editions, where there is not, and cannot be, any profit, and those cheaper editions sold upon terms of payment which indicate that what you have been paying for the standard higher price editions, with the discount received, has been nothing more or less than highway robbery to yourself on the part of the publishers concerned. The thought of the customer (who has paid you the regular price, and who is now offered the cheaper edition with phenomenal liberality as to payment) may be justly antagonistic to you.

And I will say right here that books which you gentlemen and I have been buying of publishers priced at \$1.50 and selling anywhere from \$1.12 to \$1.15, whatever the price may be, I know for a fact have been offered and sold to dealers at 32 cents, who propose to sell those books at 50 cents. I know one case of a \$1.50 book which you are all familiar with—and \$2—where goods have been sold at 60 cents and retailed at \$1, and do you wonder whether the retailers are swindled or not? I know one man who has made \$1400 saving on his buying expenses by charging back to the publisher all those prices during the course of the year, and one gentleman said that he had 500 books and that he would unload 400 at a lower price, and then he would charge the full price. I said to him, "Do not do it, it isn't honest. That is a glaring contrast to Mr. Mifflin." And the man said he agreed with me entirely, and he has never done so. When a book is a job, it should be a job always and everywhere, and there should be a regular profit on it. [Hear! Hear!]

I might mention even things like the Mark Twain business—I don't think Mr. Hutchinson read the letter I asked him to do. I think while it is fresh I can hammer in what I arrived at by a very full correspondence with a very large number of booksellers. You will be surprised to know how many letters have been answered.

#### CIRCULAR LETTERS SENT OUT BY THE EXECUTIVE COMMITTEE.

There is a list of the correspondence that has gone out from all departments of the office of this Association.

In August a communication with the resolutions as passed at the last convention was sent to all the leading publishers.

September 15 a letter accompanying the official report was sent to all members of the Association and to many of the publishing houses.

October 15 a letter accompanied by extracts of the official report was sent to members and leading publishers as a "follow up" of the report already sent.

November 1 a circular from the Programme Committee, and the "Card of Remembers" and "Don'ts" were also distributed among the members.

December 8 a general circular to members, "Opportunity knocks but once a year at the booksellers' door," etc.

January 6 a general circular to members of advice and encouragement.

January 24 a circular from the treasurer.

February 7 a second general circular of encouragement and advice.

February 16 a circular from the Membership Committee.

March 2 a third circular of advice and suggestion.

More recently the document sent to authors was launched.

April, 1911, the general circular, "This is the winter of our discontent," etc., and "Facts for the faithful."

April 24 communication from Programme Committee enclosing programme.

May 2 the "Here's Hoping."

And last, but not least, the treasurer's round up.

#### THE YEAR'S CORRESPONDENCE A HEAVY ONE.

In addition, correspondence is in excess of previous years. Letters have been sent all over the country. I want here to thank all the booksellers who have given me a chance to make a kick. I made a kick this week on a case of underselling, which I believe to be true. I have gotten answers from several of the publishers already and only one wanted to know the names of the ones who gave the information, and I also have a letter from Mr. Tessaro. Among others I want to be thankful to are all those gentlemen with whom I have been associated, and particularly Mr. Charles E. Butler, who joined the Committee, and the wisdom of that was shown; he was here on the firing line, a little nearer than myself. Also Mr. Cary on the Advisory Board, who is one of the busiest men I know, and who has never failed to go over documents with me, so I have had the judgment of another man before I fired something off. [Applause.]

*The President.*—Gentlemen, you have heard the exhaustive report of the Executive Committee, which also shows the work of the committee in relation to the publishers. What is your pleasure in regard to this report.

It was moved and seconded that the report be adopted and spread on the minutes.

*The President.*—Any discussion or question that may come up in regard to that report had probably better come under the heading of new business later on. Has anyone any change to make or anything to say with regard to it?

*Mr. Charles E. Butler.*—I think we ought to congratulate Mr. Clarke.

#### DISCOUNTS TO BOOK CLUBS.

*Mr. H. H. Jackson* (Bridgeport, Conn).—While touching the question of price, I might say that we have a branch of the American News Company in our city, and they sell to anybody a copy of the "Golden Silence" and



the "Prodigal Judge" for \$1 apiece. They sell them to a "book club." Any person walks in and says he or she is a member of the book club, and then they get these for \$1 apiece. I have here a receipt [holding it up] of two that were bought on May 6, and the two books which were paid for and for which I hold the receipt are those two books. That is something not new and has been going on ever since the branch of the American News Company was located in our city. I have the receipt. These are the facts, and you can judge of the position yourselves.

*Mr. W. B. Clarke.*—Mr. President, I am glad Mr. Jackson has brought that up. I wish more men were like Mr. Jackson and Mr. Grant. I had one such instance in Boston the other day. I found that a certain house in Boston was selling to a book club and they were selling "The Broad Highway" at \$1.12, and I went to the firm and I said, I understand that you are selling to book clubs at better than full price for net books and better than 28 per cent. off for regular books. I said, you understand that you cannot do it. The young woman in charge said, I will do whatever the rest do. I said, That isn't it. A book club is not a permanent library having a habitation and carrying on their business—carrying their books—regularly for distribution. I was brought up from the age of 9 years in the book business, and I know. She said, if you will write a letter to the firm I will take it up. And I did, and they said they would not do otherwise. The firm had, however, incautiously thought that they could break prices. I said, you have put yourself on record as to this and you will have to be very careful. And I told them that I would attend to anything of that sort, just as soon as I have definite information such as Mr. Jackson has, and some from Mr. Grant I have in my bag.

*Mr. H. H. Jackson.*—It doesn't make any difference who buys the books. The young lady who bought these two books never bought a book before I suppose in her lifetime. There are no questions asked. You just say what you want. Why, they have to send and get the books; they do not even keep the books in stock. You walk in and say you are a member of the book club and there is not a word said but, "We will get it for \$1 a copy."

*Mr. W. B. Clarke.*—The case I had in mind is where one of my directors had to buy the books. I think that no person should sell at a discount to a book club anyway, and they should not sell to a library unless that library has these books for reference or other reasons.

*Mr. Grant.*—Mr. Chairman, I will speak regarding this later on in the session.

#### REPORTS OF OTHER COMMITTEES.

*The President.*—Any other remarks along this line? No. There is one other Committee; that is the Membership Committee. I am going to ask Mr. C. C. Shoemaker if he has any report to make, in the absence of Mr. Jacobs.

Mr. Shoemaker had no report.

*The President.*—The Banquet Committee have asked me to make an announcement, that it is essential that those who intend being at the banquet Thursday night should signify their intent at once. The number is limited, not so much as to the number who can be served as to the number that will receive the souvenirs that have been prepared.

This closes our regular business in the way of reports and brings us to the first number of our prepared programme, which is a paper by Mr. Ralph H. Wilson, "Protecting the Retail Bookseller on Library Business."

### PROTECTING THE RETAIL BOOKSELLER ON LIBRARY BUSINESS.

By RALPH H. WILSON, of the McDevitt-Wilson Bargain Bookshop, New York.

THIS Association has accomplished a great deal in getting the net book system under way, and thereby helping to establish prices by which it is possible for a retail bookseller to make a reasonable profit on his sales, but I think there is still another proposition fully as important that should be taken up, and that is the protection of the retailer on prices, especially the prices made to libraries by the jobber, who, taking advantage of the discounts he gets on account of supplying the trade, when bidding on competitive orders offers books at the wholesale prices. The schedule of discounts to libraries is satisfactory to the retailer, I think, if it was only maintained, but we have often found to our sorrow that it is not.

We could give many examples of this lack of protection of the retailer on prices, but hardly think it necessary, as I know many of you have the same experience.

We have several times corresponded with

jobbers and others on the subject, and received replies something as follows:

"We appreciate the unsatisfactory conditions which exist in the trade in reference to the library business. While it is true that on unprotected books we have in many instances to make practically trade prices, we do so not from disposition to undersell or compete unfairly with our wholesale trade, but because we find such prices are made by others, notably the large department stores and several of the publishers who have retail and library departments."

On another occasion the head of this same house said if there was any business of that nature we did not care to handle the best thing for us to do, he thought, was to leave it alone. We do not consider this very cheerful advice, as we think we should all be able to control our trade which we have gained by personal efforts.

Another reply we have received to our



complaints is that this house did not cut under the scheduled prices on books under one year old. We do not see the justice of this, inasmuch as the discount on a book over a year old is not greater than on the day published.

We have a letter in our possession from a reputable bookman, stating that he knows of a local dealer losing a library order because of a jobber underselling him. This dealer figured what his losses in profits were and went to the jobber with his grievance. Before he left he received a check for the amount of his loss. Of course, this was more satisfactory to the dealer than to have gotten nothing, but is it business?

We have found similar difficulties in our trade with the general public. To a publisher of scientific books, who, our retail customers stated to us from time to time, was selling to the public at 10 and 20 per cent. discount, we wrote, and received the following reply:

"To the trade, on occasional orders, we quote 25 per cent. off list for the books that are not net, which are those we sell to professional men at 20 per cent. off list."

This same firm refused to supply us any more stock because we sold six copies of one of their scientific books at a discount of 10 per cent. We did not nor do not want to sell any of the new books at cut prices, but we made this exception because we were sure that the publisher was selling members of our trade at this discount, which they acknowledge in the letter from which I have quoted above. Inasmuch as this seemed to be a fact we felt perfectly justified in giving 10 per cent. discount on six copies to one customer. We had lost so much trade on this line of scientific books that we felt it was only proper to look out for our end.

Another scientific publisher to whom we wrote gave us the kind of a reply we like to receive, they stating in part: "We maintain our net schedules absolutely, and require a contract from everybody dealing in our books that they do the same." We only wish all were as strict.

We consider this kind of protection is fair, just and businesslike. On the other hand, is not the dealer put in an impossible position when the jobber is selling his trade at the wholesale price? Could there not be some fair agreement made by which this may be overcome?

*Mr. Wilson.*—And I might add that the reason dealers do not get orders on terms quoted at one-third off on regular books and 10 per cent. on new books is that these books are being sold at 40 per cent. and 25 per cent.

*The President.*—Gentlemen, Mr. Wilson puts before you for discussion questions that may arise at any time. Is there any comment?

#### DISCUSSION OF MR. WILSON'S PAPER.

*Mr. Clarke.*—Mr. Butler, I have been thinking quite a few things; and one thing I have never quite understood is why scientific and medical people should consider that the book-trade was specially made to sell their books without profit. I do not quite understand

why they take that attitude over the publishers of books in other classes. I would like a little enlightenment.

*Mr. Cathcart.*—I am much interested in the subject of library discounts. I just came from an interview with Mr. Brown, of the library association at Buffalo. I saw him Wednesday night and had a most pleasant interview with him. I think this discount on libraries is important. I do not think the burden should rest on the publisher entirely. I think we have some work of our own to accomplish. I think it has got to be a matter of enlightenment towards the librarian. Mr. Brown, in his talk with me, showed very clearly that he doesn't know the conditions as they exist between the libraries and the booksellers. He was a good deal surprised when I said that a great deal of time was lost in perusing lists. I said that when the small libraries send in a list maybe the name of the publisher is right or wrong; the title is reversed; there is no key or clue, to the book they are asking for. You who have gone over lists, know that you will work for hours on a list of that kind. Mr. Brown said, "Do you do the bibliographical work for the libraries?" I said "Yes." "Well," he said, "I would object to it. I would no more think of asking my booksellers to do such a thing than of asking them to check off the books for me." The libraries have no means of looking up prices, so they have to send to us for that information. I believe from my conversation with Mr. Brown that the libraries do not understand the situation as it exists. They recently sent out circulars all over the United States, asking booksellers if they were in favor of the discount of 10 per cent. Now, gentlemen, I think some of the booksellers have done wrong. He read some of those communications to me, not mentioning names—here was a bookseller saying, "I would be willing to supply at 12½ per cent." That man had no idea of what it cost him to do business. But he wanted to throw the burden on the man who had figured from the detailed statements coming in from week to week, and from month to month, the exact cost of doing business. Another said that he felt that the libraries should not have any discount. We have extremists in our business the same as the libraries. Mr. Brown has tried to do a fair and square business with the booksellers. I think they are trying to find a fair and square ground on which to meet the bookseller. I think we should meet them fairly and squarely. Last year they talked of appointing a committee of this Association to meet with a committee of the Library Association. I believe that there has been no definite appointment of a committee to take this work up. I believe, gentlemen, that no more vital point can be brought up to be thrashed out, in a kindly and intelligent manner. I think this convention ought to appoint a committee to meet with the A. L. A. They have a committee shaping up and influencing the policy of the library on the book-buying proposition, and I hope this convention will take that up.



*Mr. Clarke.*—Mr. President. I have had some experience as a librarian, and I want to say right here that Mr. Cathcart is absolutely right, but there is not so much trouble as you gentlemen think. You all get scared by a little bit of a squall that does not amount to anything at all. No matter how much the librarians might agree to buy of certain publishers, they would be handicapped by their readers saying that they had to have that book in the library. I told a story last night that perhaps reminds me of the librarians. There was a fellow who discovered a pond from which a great deal of sound emanated; he had the pond drained, and found one big bullfrog there making all the noise. As a very small percentage of the librarians are making this noise, don't be scared. Others are innocently ignorant, because they have not read what they might have read. We should meet them and we should teach them, just as Mr. Cathcart says; I do not believe that we have any ground whatsoever for being alarmed.

*Mr. Cathcart.*—There is nothing to be alarmed at, but it is one of the things that is coming up at the A. L. A. meeting this coming week. It is simply one of those rough places that we have got to smooth out, and I think it will smooth out easier now than afterwards. I was a librarian for four years and I am a bookseller. We can be thankful Mr. Brown is an old bookseller and has knowledge of the situation, but he has his troubles; he has got to smooth out a lot of these people who are not quite so well informed as he is.

#### CO-OPERATION WITH THE LIBRARIES DESIRABLE.

*Mr. Stewart.*—I should like to back up heartily what Mr. Cathcart has just said, and I would urge by all means that we appoint a committee to talk with the Book Buying Committee of the A. L. A., Mr. Brown and Mr. Roden. They are the Book Buying Committee who are to take the whole matter up and settle it. I had the pleasure of talking to the librarians of Chicago about six weeks ago. Mr. Roden was present at that time. As he was unwilling to talk then, Mr. Gould, of McClurg's, went with me later. Mr. Roden knew nothing at all about the booksellers' point of view of the matter. I regard this as the most important matter to be settled at this convention, and I think we should direct our attention to it until the matter is settled. Our library business last year was 25 per cent. of the entire business, and therefore the libraries are our biggest customers. For them to be the active agents is largely our own fault, and I believe therefore that a committee should be appointed to meet with Mr. Brown and any one else here in New York to see that they are duly informed. I think this is the time for conciliation and not the time for fighting them. If they are in need of information they should be given it in a proper and kindly spirit. It is, however, absolutely essential, and it should be put on the ground of necessity, and therefore, though good-natured, it should be very effectively handed out to

them. I do think also that the convention which will meet in Pasadena ought to be informed of this vital point. I cannot think it is possible for booksellers to make a proper interest and revenue out of their business if one-quarter of their business is to be done at such a discount that their gross profit on it is in the neighborhood of 12 per cent. That being the case, as it certainly was with us, it is not easy to get from the general public enough to offset that loss of 13 per cent. Taking our own case: We had \$30,000 of library business last year; suppose I had made 13 per cent. out of that. I would have had \$4000 net profit. I would therefore have added 13 per cent to the profit of my general business. It would have made the total library business at least pay for itself. Now, when I see a town like Toledo without a bookstore, Des Moines without a bookstore, St. Louis—when I read a letter sent out from one of the most active bookstores in the United States, Mr. Johnston, of Springfield, in which he says he had not made a dollar on books in ten years, is it any wonder we do not attract into the business men with capital and brains. I look at Des Moines, Toledo and St. Louis with a great deal of interest and I should like to start stores in those towns, but until this net business is settled I do not feel like doing it. That is the reason I insist that this convention should take this matter up with the greatest care and give it the time and attention necessary. This is the vital point now in the bookselling proposition.

#### LIBRARY DISCOUNTS TO SCHOOL DISTRICT LIBRARIES.

*Mr. Foote (Syracuse).*—Another reason that we ought to appoint a committee and have this matter thrashed out: New York State appeals especially to New York booksellers. There is a book interest in New York State which is due to the public schools of New York State; that is to say, any moneys that New York schools raise for library purposes are doubled at Albany, so that every district school of New York State once a year comes around with a list of books. They expect to get a library discount. So it is pretty important that we get the matter of library discount settled. As Mr. Cathcart said, these lists come in to us in poorer condition than the library list, because the district school teacher or trustee has no catalogues to refer to and his lists sometimes lack authority. Almost always publisher and title and prices are incorrectly given or the author given wrong, so that time is consumed in straightening out those lists, and these school teachers and trustees expect to get these books at library discounts. Now, I do not know how many times in past years I have figured out such lists and made up estimates, and then my time was lost because somebody else got the business. So that if we can get the matter of library discounts adjusted and the jobbing houses will live up to them, we will know where we are at and will stand an equal show of getting the library business and the public school



business in our vicinity. That which should come to us we will be able to get under equitable conditions.

#### A COMMITTEE ON RELATIONS WITH LIBRARIES.

*Mr. Schenck.*—In order that this proposition presented by Mr. Cathcart and Mr. Stewart receive proper attention, I move, Mr. President, that the Nominating Committee be instructed to include in its report a Library Committee, which shall undertake to meet the issues presented by the convention.

*Mr. Cathcart.*—I second that.

*The President.*—A motion has been made and seconded properly that the Nominating Committee in making up its list of nominees later shall include a new committee, one on relations with libraries. Any remarks on the motion.

*Mr. Macauley.*—Does not the convention appoint the other committees?

*The President.*—If it is a permanent committee it is to be at the pleasure of the convention.

*Mr. Canner* (of the John Lane Company).—Mr. President, it might be well to consider while on the subject the attitude of the local librarian, Mr. Bostwick, towards the publishers, which seems to be a trifle antagonistic. He does not seem to feel inclined to purchase through the American house or any of the American publishers or booksellers the publications of the John Lane Company. He has taken a like attitude towards other houses that publish English books. Here is an opportunity for us to take under consideration this matter.

*The President.*—I think we will allow the motion to name a Committee on Relations with Libraries to be laid on the table temporarily. I have in my hand a card of Mr. Charles H. Brown, of the Library Association.

*Mr. C. H. Brown.*—I am one of those inefficient librarians who does not know anything, so I came here to get a viewpoint. As a member of the committee I want to say that we want to work with the booksellers, and not against them. [Applause.] We have an association of 2000 persons who are not represented in your association. I have been a member of the American Library Association for fifteen years, but I do not know of any agreement to cut off any publisher or bookseller. It is not the policy of the Association to make any boycott on anybody.

*Mr. Jackson.*—I think that action should be taken on Mr. Schenck's motion to have a Nominating Committee name a Committee on Relations of Libraries.

*Mr. Foote.*—Did I understand that he would like a committee to meet this week?

*Mr. Hutchinson.*—I think that Mr. Schenck's motion that the president to-day appoint a committee to meet with the Library Association should be carried.

It was carried.

*Mr. Macauley.*—There is one matter that should come up with the committee to be named. When the committee comes to consider the library situation, we are in rather a peculiar situation in Detroit. When we have a list of books to estimate upon, 20 per cent. are trade books. In Detroit the Board of Education has adopted a ruling refusing to purchase any books—school books or trade books—unless a discount of at least 25 per cent. is given. The Board of Education in Detroit appoints the Library Commissioners, and therefore it seemed that the status of a board of education, whether it be a wholesale board or a library board, should be determined.

#### APPOINTMENT OF ROUTINE COMMITTEES.

*The President.*—It is usual at the closing of the first session that the Committees on Resolutions, Nominations and Auditing of the Treasurer's Account are appointed. In making up these committees it is very difficult for the president to make any arrangements beforehand, not knowing just who will be on hand, and it is the desire of the president to make these committees as widely representative as possible.

*Committee on Resolutions.*—W. K. Stewart, chairman; Harry E. Bellamy, W. S. Lewis, William Heaton, A. C. Walker.

*Committee on Nominations.*—W. H. Cathcart, C. E. Butler, V. M. Schenck, H. L. Mason, Jr., Percy Douglas.

*Committee on Auditing President's Account.*—Henry Saunders, E. S. Adams, C. L. Traver.

*Mr. Wolcott.*—Will you ask all the people who have not registered to give their names before they leave the room.

*The President.*—Every one should register, and receive his badge.

The seating of the large audience of the first session, and the unusually good order preserved, which made the speakers able to be heard at all times, to the great satisfaction of the members and the benefit of the stenographers, was due to the skill of Mr. Clarence E. Wolcott, as sergeant-at-arms.

The meeting then adjourned to 10 A.M., Wednesday, May 10, 1911.

#### EXCURSION TO GARDEN CITY.

At 12:30 the convention met at the new New York City terminal station of the Pennsylvania Railroad, and boarded a special train as the guests of Messrs. Doubleday, Page & Company. Shortly after arrival at Garden City a most enjoyable luncheon was served in the editorial rooms of the new Doubleday, Page building. Fully three hundred enjoyed the firm's hospitalities, many ladies being in the party, and what with

music and the elaborateness of refreshment offered it was well toward three o'clock before the party scattered to the inspection of the plant.

Meanwhile Mr. Doubleday, by means of a wall diagram, showed the present and proposed buildings of the "Country Life Press," stating that the plant was producing five thousand bound books and fifteen thousand magazines a day, and that the only



reason they did not produce ten thousand bound books and twenty thousand magazines a day was because the booksellers would not buy them. "When you come to purchase ten thousand books a day we will have this building," he said, indicating on his chart, "and when you come to buy twenty thousand books a day we will have this building," indicating another building to be erected; "and when we have completed the entire building proposed by our plans we will be able to turn out 100,000 magazines and twenty thousand bound books a day."

Mr. Doubleday then proceeded to tell his guests the different divisions of the forty-acre farm, and drew attention to the Rose Garden and Tennis Court, the twenty acres of vegetable garden, the Pinetum, etc. Of the latter Mr. Doubleday said: "If I had more time I'd tell you about that 'Pinetum.' I really don't know what it is myself, but anyway it sounds fine."

Mr. Doubleday also referred to their restaurant for employees and that that restaurant was supplied from a co-operative grocery store in the building, and that the store in turn was to be largely supplied from the Press's own gardens.

Speaking of the problems of book selling, Mr. Doubleday interrupted himself: "By the way, since I had the pleasure of meeting you last year, we have become booksellers—and all I can say is that it is a cinch. [Laughter.] We hired a store in the Pennsylvania station at an outrageous price—I have to say that, although really, you know I think it's dirt cheap—and there we started a bookstore. When we got the statement for the first week we nearly fell dead, for that store had made a profit from the very first day. Now, gentlemen, never again give me this stuff about bookselling not being profitable. I have tried it." [Laughter.]

*A Voice.*—How much discount does the bookstore get from the publishing department?

*Mr. Doubleday.*—Why, the worst people we have to deal with are Doubleday, Page & Co. [Laughter and applause.]

At the conclusion of Mr. Doubleday's remarks the guests were invited to seek chairs at the other end of the building, where Mr. Ernest Thompson-Seton would address them for a short time.

Mr. Seton spoke enthusiastically of the Boy Scout Movement in the United States and the assistance they had had from some who were deeply interested in the welfare of boys generally. Among other things he stated that out of one thousand boys born a day five hundred did not make a success; out of that five hundred, one hundred went absolutely wrong; and out of that one hundred, ten were criminal. Those boys that go wrong do so because of evil influences chiefly during the period between fourteen years of age and eighteen.

Mr. Seton told of his talks with Mr. Rudyard Kipling about fifteen years ago, in which Mr. Kipling had said he felt that something must be done for boys for the good of the country. When the Boy Scout idea came up Mr. Seton had worked very hard for it for years. Now it is gaining rapidly in the United States and hundreds of applications are received every day. The organization is reaching boys that could not be reached in any other way, and is making *men* of those boys and worthy citizens. Mr. Seton told of the methods employed in keeping the boys enthusiastic, and at the conclusion of his remarks he gave an illustration of how they used the old-time way of lighting their campfires with a stick and tinder.

After Mr. Seton's address the guests were conducted through the enormous new plant, from room to room, having explained to them the processes of book making, as done by the most approved methods and the very latest machinery and mechanical appliances. From the building the booksellers were conducted through the gardens and grounds. The weather was overcast, but the rain fortunately held off almost to the end. At five o'clock, with three hearty cheers for Messrs. Doubleday, Page & Co., the party boarded the special train at the company's own station on the ground and returned to New York.

### WEDNESDAY—MORNING SESSION.

Convention called to order by the president at 10:15 A.M.

*The President.*—We resume our programme

this morning with a paper, "Co-operation in Competition," by Mr. Ward Macauley, of Detroit, Mich.

### CO-OPERATION IN COMPETITION.

BY WARD MACAULEY, of Macauley Bros., Detroit, Mich.

*Mr. President, Members of the American Booksellers' Association, Ladies and Gentlemen.*

It would seem at first glance that my subject, "Co-operation in Competition," presents a paradox, and that the two qualities mentioned could never be contained the one in the other. To many minds it may seem that they are so diametrically opposed to each other that it would be as reasonable to expect the two to mix as for oil and water to become one element.

The dictionary tells us that to co-operate is to act together, while from the same authority we learn that competition is a common strife for the same object. Surely this is a hard matter to reconcile. How are we to act together in a common strife for the same object? Co-operation in competition? Yes, some will say, when the lamb and the lion lie in slumber side by side, when the millenium has arrived.

It is evident, however, despite the apparent



paradox that men in every line of human endeavor are learning more and more to work together with their competitors and less and less to regard it as certain that a rival's prosperity necessarily means their own deprivation.

If you regard business as a situation similar to a conflict between two dogs for the possession of one bone, you cannot believe otherwise than that when the issue is finally decided and the successful dog gets his reward, that the other is directly the loser. If commerce is like this, each and every one of us should follow the example of the hero of Edward Eggleston's "Hoosier Schoolmaster" when he took a private lesson from a bulldog, the said bulldog's most notable moral quality being a tenacity that gave him the reputation that "when he once took hold, heaven and earth couldn't make him let go." If business is a contest for a bone, the only acting together is to bite together and stick like grim death.

It may be, however, that the amount of business possible may not rightly be regarded as like unto the indivisible bone, which for one to have the other must lose. Perhaps, in fact, we may not properly regard it merely as a definite something to be divided, but rather as a vast field of possibilities which has never been wholly developed.

Isn't this particularly true of the business of retailing literature? It might be said with reason that in certain lines—such as groceries or clothing—the prospective customers have been induced to buy all they need—all they can consume or, at any rate, all they can pay for. No one, I think, would claim that a similar condition exists in our business. The grocer can feel reasonably sure that every person in town is a buyer of groceries. Who is there that would say that every person in his town is a bookbuyer? I know this, that if we could sell a single fair priced book once a year to every person in Detroit that our business would have grown by such leaps and bounds that the landlord would be figuring out how much more he could tax us. When you consider the great number of people that buy not one but many volumes a year, you will see how many—how very many—never purchase books at all. This being the condition—and I believe it to be the condition everywhere, even in erudite Boston—it seems to me evident that co-operation is especially valuable and adaptable to our business, co-operation in every effort to make this great, vast public that scarcely seems ever to come within our reach, alive to the value of becoming occasional if not regular patrons of well-managed bookstores, such as members of our Association invariably conduct. Co-operation is especially easy in our business—and I think it is especially worth while.

This spirit of co-operation is a natural step in the order of progress. I believe that it is the coming business philosophy, not as a matter of philanthropy either, or even altruism, but simply as the best means for getting the best results in the long run. In Detroit the grocers got together—and you know how many grocers there ought to be in a big, high-

living city like Detroit—well, they got together and agreed to close on Wednesday afternoons all summer, so that they and their employees might benefit by a weekly outing. One man, I noticed, thought it would be a capital scheme to prove that so good a rule needed an exception, with himself starring in the role of the exception. He figured that he could corner all of the grocery business for a mile around for all one long, sweet afternoon. He did a rushing trade—for one Wednesday p.m., and then something dropped. Just what it was I never learned, but I do know that on the Wednesday next his door was as tightly closed as any of his competitors and there was no side entrance either. If hundreds of grocers can co-operate in an advantageous plan, ought it not to be doubly easy for the few booksellers in most cities to work together along those lines wherein mutual helpfulness is feasible.

I do not advocate for one moment any Alphonse and Gaston self-obliteration in favor of the other fellow. I would not remotely suggest that you give your customers the impression that you are not particular whether they make their purchases of him or of you. There are, I believe, many ways in which you and your rival may help each other without at all endangering the relationship with customers. In fact, I believe that the strongest point in favor of co-operation is the fact that it puts you in a much better position to take care of your own trade.

Let me cite an illustration to see whether the newer co-operating method of business works better than the old "crush your competitor" kind—the everything's fair in love and trade sort. The latter, by the way, might be more generally satisfactory if you were always sure that you were going to inflict the crushing and were fully insured against being a recipient thereof. We will say that both you and your competitor have en route important shipments, such as an item of school books, that must be furnished on a certain day. Your shipment reaches you promptly, but his for some one of the inscrutable reasons known only to transportation men—and by them never revealed—has failed to put in an appearance. Isn't it a lot of fun for you to sit back and chuckle to think that you are getting all the business? Better yet, think of the satisfaction of knowing that your hated rival is placed in a most humiliating position and that his ingenious explanations are accepted by his patrons with skeptical smiles. Perhaps his failure to supply their needs at the proper time will lead them to become your customer not on this one occasion only, but from that day forward. You get a barrel of enjoyment out of his embarrassment and pat yourself on the back, figuratively speaking. True, it was entirely your good luck and not at all your good management, but the results do not differ. But wait a minute; another time you find to your consternation that an important shipment of yours has been held up. Customers are clamoring for the goods. You have been holding telephone interviews alternately with the freight people and the cartage company, but you possess nothing



better than vague promises as a result, and somehow these fail to pacify your customers. Worse still, you learn that your competitor has enough stock to supply his trade and yours as well. Let me ask you, was the satisfaction, the enjoyment you derived from your advantage and his embarrassment in the first instance, sufficient to wholly compensate you for what you underwent when fortune smiled on him and frowned on you? Or would you have been better satisfied all the way round to have shared your advantage the first time in order to be assured that your rival would do likewise when needed?

Now as to the ways in which booksellers may prove helpful to each other, I do not intend to go greatly into detail. My argument is for the spirit of co-operation, the specific means can be better decided by yourself and the other fellow when you get together. Three words sum up the proper advice as to how far you may go in working together—use common sense. It has always seemed to be foolish for one bookseller to order books from New York when his neighbor may be laboring with an overstock of the same item. Some, of course, might prefer to do so—though I hope not—than do anything that might lend aid and comfort to a rival, but how about it when the shoe is on the other foot? I believe that co-operation along such lines as these is one of the very best ways to make your own business successful, and I believe that every right minded publisher approves of such acts of mutual helpfulness. His welfare is bound up in the welfare of the bookseller, and one great menace to the bookseller's welfare lies in the tying up of profits in slow-moving stock. So while this form of co-operation may lose the publisher an occasional order, in the long run the co-operative plan will work to the best interests of everybody.

It is said in medical practice that self-diagnosis is a bad thing, but in commercial affairs I am sure it is different. I think that every one of us ought to diagnose his own local conditions and adjust his relations with his fellow booksellers accordingly. You know more about what you can do in your situation than any outsider can advise. I would only emphasize this, if you are inclined to believe that the man who operates in competition with you is unworthy of fair treatment, that you regard him as so little to be relied upon that you do not feel safe in entering into any form of co-operation, ask yourself this question honestly and sincerely, "Is my view of the man, my summing up of his character really warranted, or is it only a result of prejudice and self-interest?" If possible, then, get together with your competitors—all of them—in every way that a reasonable diagnosis of the situation leads you to believe will help the wheels of business to move with less friction. And the only basis on which you can co-operate is one of fairness. If your mind is busy concocting schemes for getting a little bit the better of the co-operation by skillful underground work, I warn you that you will only find breakers ahead in any plans of working to-

gether that you may undertake. It wouldn't be real co-operation anyway, only a hypocritical pretense. If your careful diagnosis of the situation leads you to believe that it will be practicable for you to play the co-operative game, play it with all the cards on the table.

The old way of "roasting" your competitor at every turn has been proven in practice to be the worst sort of strategy. Have you seen the motto card that says, "If your competitor talks about you, put him on your pay-roll. Never mind what he says so long as he talks." There is a world of truth in those few words.

I remember once seeing in a Nova Scotia village a small, tumble-down store. The earmarks of prosperity were conspicuously absent and one could easily be pardoned an impression that the concern had nearly, if not quite, passed the stage when it might be considered a mercantile institution. Over the door, however, were a few scrawling words that I presume the proprietor considered a business announcement. These few scarcely legible words assured the public that "We don't blow. We sell goods cheap." I am not sure regarding the accuracy of the sign's spelling, but I am putting it in the way of common usage, so that my reputation won't suffer when you peruse this in THE PUBLISHERS' WEEKLY's report. The inference of the sign was plain. *We don't blow!* There are others, probably not far removed, who do *blow*, using the word *blow* I take it in the colloquial sense of speaking in exaggerated terms. *We sell goods cheap.* Could the sign more cunningly have informed you that there were others probably no great distance away who were recreant to their duty of selling goods cheap? I don't know, but I imagine that the writer of "We don't blow. We sell goods cheap," was very caustic in all his references to his competitor, and to my mind's eye it seems that they could scarcely be on speaking terms. In a crude way this little Nova Scotia merchant typifies the ancient spirit of bitterness in competition. Isn't it true that this old way of doing business is almost, if not quite, as much a passing order, as the old tumble-down last-legs store that flaunted this defiant screech?

As progressive members of the modern business world, I put it up to you. Has this newer spirit of co-operation any meaning for you and me, and if it has can we find means to operate it, not only with those who might be our natural allies, but even with those with whom we come in keen competition? I believe we can.

#### DISCUSSION OF MR. MACAULEY'S PAPER.

*The President.*—Any remarks arising from Mr. Macauley's paper, any discussion or questions, anything to be said about it?

*Mr. Shoemaker.*—It would be interesting, if Mr. Macauley is not averse to doing so, to have him give some specific instances of co-operation. It would be very nice for us to know it.

*The President.*—Is Mr. Macauley averse to making an answer?



*Mr. Macauley.*—I don't know that I can give any specific instance—we are going the limit in good business without going over the bounds that I pointed out, that is, without handing any opportunity over to the other fellow. One of our rivals is also in the room, and I think he will testify that that position is about what we have undertaken. We do not hand the other fellow anything that we can get in the way of business.

*Mr. Upham* (of Boston).—I am very glad to hear the paper. I think co-operation is needed in our business. I think in the past we have conducted our business too much in the cut-throat way, and I think we should use the golden rule, "Do Unto Others What You Would They Should Do Unto You." It is just as good a business maxim as Scripture. In the old days, before this Association was formed, I remember an instance in my own business. A man took his quarterly bill to a neighboring bookseller and said, "What will you furnish these items for?" Of course the other fellow shaded the prices a little and we lost the customer. Now if we stand back to back and shoulder to shoulder and move on new lines, I think we shall reach a better success than in that old manner; therefore, I am very glad to hear this paper. It has been one of the dreams of my life that I might live to see the time when all the booksellers of every city would be in one block; that they would be all gathered together as the drygoods centre is, in a very narrow radius. I think that there is room for us all and that in this way we can aid each other, and in aiding each other we aid ourselves.

*Mr. Macauley.*—Mr. Dennan, of Detroit, is here, and I would like to hear from him.

*Mr. Dennan.*—I should advise every one to get busy and do just as we have; it is great.

*The President.*—Are there any other remarks on this paper or on this subject?

*Mr. Lyman* (of Northampton, Mass.).—One of the gentlemen has asked for an illustration of such an arrangement. We have an arrangement with each competitor. (We are a college town with text-books only.) If we are out of a book we go and buy of him and pay him the retail price. In that way he gets the profit and we accommodate our customer. On stationery and other supplies we give a discount to each other and find this works very well; it enables us to keep our customer, yet our competitor makes the profit.

#### BUYING "SHORTS" OF A COMPETITOR.

*Mr. Malkan.*—I might say that about half a dozen of us have been trying to get together for the last decade and could not get together, and so had some outside help from our friend Mr. Shoemaker, and now we are together, we find it very profitable, and it would be a very hard matter to part us. It is the best way for dealers, and the point that Mr. Upham made is good—that the customers are never filled up and there is room for all of us.

*Mr. Heaton* (of Spokane, Wash.).—I have been unfortunate in not hearing Mr. Macauley's entire paper on a subject one appreciates in the West. Competition in business

can be a subject of co-operation as well as anything else. We find it so, to our profit. The department stores in our own city used to be in competition in every sense of the word, and would no more consider buying of us than of going to a hardware shop or other place for their books. Now I think they are very glad to co-operate with us in every way. Aside from that we have a buying co-operation with stores farther West, such as Lowman & Hanford at Seattle and J. K. Gill Company at Portland, who occasionally join with us where it is advantageous to all parties, and those men are in competition with us right in our own field. We get a discount that is agreeable and fair to all parties, and we give just as we get, "toting fair," as we say in the West. We are fair and above-board at all times with each other, and it is working out very satisfactorily.

#### CO-OPERATION IN FILLING LIBRARY ORDERS.

*Mr. Macauley.*—I thought of one illustration I might give that would not embarrass us to offer in answer to Mr. Shoemaker's question. Say you get a tolerable sized library order. With all respect to libraries buying books on a liberal scale, say out of an order for one hundred books you have 40 per cent. of them and you fill your 40 per cent., and then, disregarding the customary rules of trade, you buy the other 60 per cent. of your competitors instead of from the publishers. According to this method of co-operation the final result is that you have filled your library order at the first shipment instead of perhaps only 40 per cent. of it; or perhaps you have filled only 70 per cent., according to the size of the stock of your competitor, and haven't had to wait to order the books from the publisher.

#### CO-OPERATION IN GETTING SIMULTANEOUS DELIVERIES.

*Mr. Lewis* (of Philadelphia).—Mr. President, I am sure we all feel very grateful to Mr. Macauley for his bright-minded handling of this very important subject. He has made two suggestions I think that are practical for every one here. It may be that there is some representative in this convention who lives in a town where this spirit of co-operation has never had a chance to manifest itself, and who, as he listened to Mr. Macauley's paper, has felt that it would be very difficult for him to inaugurate this spirit of co-operation in his town. Mr. Macauley's two suggestions are very practical, and would help out in just such an event as this. It is a very easy thing for one competitor to say to another competitor: "Now, if a transportation company fails me in the receipt of an important book, will you agree to loan me from your stock? If, on the other hand, the transportation company fails you, I agree to loan you." That is fair, and it may hit him first, or you first, but sooner or later it is bound to hit both. When an important novel has been hindered in transportation and has not reached your competitor, he comes to you, or *vice versa*. That is one way in which you can put an entering wedge into this matter of



shutting yourself up by yourself and having nothing to do with your local competitor, and I think you will find such a suggestion from you is just as gladly received as it is offered.

The second suggestion to aid you in co-operating would be to furnish each other with a clearance list of the stock on which you are long. It works both ways. You will be able to buy undoubtedly cheaper from him the stuff you need than you could from the publisher direct, and he the same from you. I suggest these two are very practical ways for opening the feeling of co-operation in a town where it does not now exist.

*The President.*—Is any one else going to speak on this subject?

*Mr. Wolcott* (of Syracuse).—*Mr. President*, I do not think that I ought to miss the opportunity to tell you that the booksellers in Syracuse think a lot of each other and they do a lot in common, and they will do more. I am sure that *Mr. Foote* will bear me out in what I say; he is here this morning.

*Mr. Foote.*—I deem it a privilege always to do a favor for my friend *Mr. Wolcott*, and I am very glad he feels so kindly towards me; he is my senior in the book business in Syracuse. The trouble in carrying out any proposition like that outlined, in general, is that there are so many mean men in the world, so many fellows who are jealous, that it is almost impossible to bring such men over to a reasonable basis. If people were fair-minded and would just use common sense, co-operation would be an easy proposition; but I know from observation in various towns that lots of fellows are up against men who are jealous; that is one of the nastiest traits of human nature.

*The President.*—Is there anything else?

*Miss Morris.*—I only wish to say that the original *Darby* and *Joan* of the book business are present to-day, so far as New Haven is concerned.

*The President.*—We now come to *Miss Morris's* paper.

## NET PRICES—PRESENT AND FUTURE.

*MISS BELLE C. MORRIS, of the Edw. Malley Co., New Haven, Conn.*

### *Fellow Booksellers.*

My appearing before you on the platform to-day reminds me of a story I heard down South some years ago.

A colored man was arrested for stealing chickens. The judge looked at the prisoner and said, "Look here, *Isaiah*, didn't I tell you the last time that I never wanted to see you here again?" Yass sah, judge, yer honor, but I didn't come of my own accord; the perlice-man fotches me every time."

Your able chairman of the program committee, *Brother Herr*, aided by some fellow-conspirators, is what "fotched" me here this time.

The topic which had been assigned to me is "Net Prices—Present and Future." The subject is so vast and so many-sided, that at the best one can only touch upon it suggestively from many points of view.

In the anthropology of the book world, you all know that I am of the species classified as *Canine Departmenticus*; consequently, I may not have the breadth of vision and broad horizon to look out from as some of my more fortunate fellow booksellers.

We have now tried through two good seasons; we have summered it and we have wintered with net fiction, and have found it eminently satisfactory in every way.

It has been direfully predicted, most especially for bookselling in a department store, that net fiction would prove fatal, would put the book department out of business. The argument most freely used was that underpricing was the motive power that dominated the patronage of the department store, and the book department was no exception. To-day, friends and fellow-workers, this statement is absolutely untrue. Read the advertisements of the best department stores to-day, and you will find scarcely any allusion to price-cutting or underselling.

Examine the show windows of the first-class department store, and you will find price cards an exception on high grade merchandise.

The ideas of the department store have absolutely undergone a complete revolution in the last twenty years—comfort, convenience, elegance. Wonderful storehouses of the beautiful merchandise gathered from the farthest corners of the earth, exhibited with all the art and skill obtainable. The high class department store of to-day does not have to resort to underpricing to fill their broad aisles and many floors with customers. Their fine art galleries, auditoriums, playgrounds, dining rooms, rest rooms, etc., make shopping fascinating and surround it with all enchantment, and thereby they obtain their success.

It has also been said that fiction at net prices would decrease sales. I have not found this to be a fact. So far this spring I have sold nearly twice as much popular fiction as I sold last year, and seventy per cent. of it was net fiction.

For these results, however, we must largely thank the publishers, for they made a great effort to make their new books attractive, and they purchased publicity for their product most liberally.

Once upon a time the publisher was set down as the prince of pirates, unregenerate, ungodly, unfair and a lot of more things just as edifying. However, unto him a child was born; that child to-day is celebrating his eleventh birthday, and a change came over the spirit of his dreams. By the time the child attains his majority, celebrates his twenty-first birthday, there won't be such a thing as a dishonest publisher in the world; and what is better still, there will be no more unhappy, overworked and underpaid booksellers.



The net or fixed price on fiction is but the dawning of a new heaven and earth in the bookselling realm.

In the wake of fixed prices on fiction there will be fixed prices on standard lines of poetry, such as the Household and Cambridge editions on Houghton Mifflin lists; the Riley poems on Bobbs-Merrill lists; biographies on Appleton's lists, and a number of staple lines throughout the line of worthy publishers, such as Macmillan, Harper, Crowell, Century and many more. The fixed or net price on such lines can remain for many years to come, while that on fiction must needs be of a limited duration. This no doubt will be discussed later on.

By and by we will come into the large field of juvenile books. In some lines where a new book has been issued each successive year it will present a problem. We all know that difficulties were made to be overcome, and there is no reason why past errors cannot be redeemed by the wisdom of twenty centuries of ideas of merchandising. There can be no exceptional objections advanced as to why juvenile books cannot be sold at net or fixed prices, but we must keep in mind the buying public and be careful not to advance prices too sharply. Juvenile or children's books listed at:

\$1.00 list should be \$0.85 net.

\$1.25 list should be \$1.00 net.

\$1.50 list should be \$1.20 net.

The trade discount  $\frac{1}{3}$  and 10, and an extra 5 per cent. perhaps for quantity orders. These are better prices than the most of us are getting to-day, and yet that scale will not be objectionable to the average buyer of children's books. I hope this part of my subject will be freely discussed.

I have had letters from a number of representative juvenile publishers, and they are ready and willing to fall in line for reform. One firm, however, with a big line of well-known juvenile books on their lists wrote me in answer to a letter I sent them, in which I asked them for information and what their ideas were regarding net juvenile books.

The same form exactly brought me replies three pages long from other houses. I will read their letter to you:

DEAR SIR: In reply to your letter of the 28th inst., we must advise that all our juvenile books are published at regular prices, and only our school books are net. We are not, therefore, able to give you any information regarding net juveniles.

They were a good deal like a man in a small country town.

He read the description of a wonderful animal that the circus had to exhibit. He went in and asked to see this animal, and, after looking it over carefully, found that it was exactly as it was advertised to be. He walked around the cage several times, then turned on his heel and said, "Gosh darn it, there ain't no such animal!"

Through the length and breadth of our fair land no doubt there are a number of publishers and booksellers as well who are still pessimistic, still doubt all evidences put before them, that conditions have been improved, and that the reform as inaugurated

in net fiction will widen in its scope taking in turn the best-selling lines. This movement is not of the hysterical kind produced by emotion and impulse of a few easy going optimists.

The sane, the sensible and the wise believing the evidence of their senses, know that this movement for the betterment of the booksellers is firmly rooted in the minds and hearts of their brother worker. I violate no confidence in reading a portion of another one of the replies to my letter:

"We repeat, the whole process of change in bookselling, in conformity to modern needs and conditions, must be an evolution; that we are in full sympathy with all intelligent and reasonable efforts to secure better conditions, and that we are ready to do, and are doing, everything that our judgment, based on close and careful observation, will sanction in meeting new conditions.

"Sincerely yours."

It is an undisputable fact that the publishers realize that conditions in bookselling need changing, and, as one of the largest publishers expressed it to me, no change of importance can be made in any form of human activity without an undue amount of disturbance. All beneficent changes are therefore revolutions, and reform in bookselling must proceed in a patient way and much toleration must need be exercised.

The net price system then presents conditions most nearly ideal toward the great goal for which we are so earnestly striving, the conservation of the bookseller—the bookseller of every class and clime, from Greenland's icy mountains to India's coral strand.

The most beautiful poem in our language, "The Battle Hymn of the Republic," was written by a woman and in the same prophetic spirit, to conclude:

We have sounded forth our slogan,  
And we never shall retreat,  
We are planning for the future,  
Before this judgment seat;  
Be swift, my fellow workers,  
To make the plan complete,  
Our cause is a most worthy one,  
And success is marching on.

#### DISCUSSION OF MISS MORRIS'S PAPER.

*The President.*—Any remarks or questions arising from Miss Morris's paper?

*Mr. Herr (Lancaster).*—Mr. President, with regard to net fiction, I want to say just one word. We are delighted to see the landslide to net fiction that has come since the first of the year. We feel that we are justified in being optimistic. From our own experience, we have had absolutely no difficulty in getting net prices. There has been no difficulty about the prices, as long as people are satisfied that the price is the same in every store and every city, and in addition we have sold more fiction this spring at net price than we have ever sold before at an under price. I believe I am safe in saying that we have sold almost as much this spring as in the fall season, and it has been at a profit instead of a loss. Consequently we feel that we will now be justified in investing more capital in pushing fiction, and also in increasing our stock of general literature and



staple lines; for that, too, is one thing that net fiction should make possible to the booksellers. I think that booksellers ought to congratulate themselves on the amount of success that has already been attained in this movement.

*Mr. Wilson* (of New York).—I want to endorse what Mr. Herr has said. I have had the same experience. In addition I think the net book system has prevented conflict in price. For instance, on a book published at \$1.50 and you asked \$1.15, the customer would say, "I can get that at \$1.08 or 98 cents." We very seldom have that experience in net prices. Generally the customer takes the price and says nothing. I think the greatest mistake that could be made would be to do away with the net system.

#### SOME INSTANCES OF PRICE-CUTTING.

*Mr. Foote* (of Syracuse).—There is one thing that ought to be emphasized. There are bound to be efforts in price-cutting in this net book proposition. We had it in Syracuse about three weeks ago. A department store, having an anniversary sale, priced all the new net books at \$1.25, \$1.35 and \$1.40, etc., at 99 cents. Mr. Wolcott and I took it up immediately by correspondence with the publisher's representative in regard to the advertisement of one particular book. They took it up with this department store and were very energetic in their effort to stop it. Now, gentlemen, wherever an attempted case of price-cutting occurs, if you will take it up promptly with the publishers and with our Executive Committee, through Mr. Clarke. I say especially with our Executive Committee—so that coming through Mr. Clarke it will formally voice the Association—I am sure that very strenuous efforts will be made to stop that specific case of price-cutting—and successful ones, too. If, on the other hand, you let the attempted price-cutting slide on without attention, it will be an effort to break up a system that will perhaps be harder to stop after we let it pass by for some time.

*Mr. Hutchinson* (of New Bedford).—Mr. Foote brings to mind a little experience we had during the holidays. One of the department stores is a syndicate store, and, in opening their book department for the season, picked out one title on which they cut the price very much. It was "The Rosary," and they sold it for a few cents above cost. I went directly to the management and took the matter up with them, explaining the matter very carefully. They said that they must continue to sell the book that day, as the advertisement had gone into the paper, but agreed to sell me all the books that they had left the next morning, or to put the price back at the regular rate. What I want to bring out on this particular point is that I was not able to ascertain where they bought the books. Their buyer was in New York buying books, and had asked the person of whom they were buying what was the most popular book of the season, and the buyer said "The Rosary." "Well," he says, "I want 100 copies to use as a leader." Now, the person who sold those books—a local house—said nothing

about the fixed price, the buyer knew nothing at all about it and yet that seller in New York knew that they were going to be used for a cut price. I took it up with the publishers, but received no satisfaction, and am unable to state where the books were purchased. It seems to me, however, that here was a thing that should have been traced out, and that person, that salesman here in New York, should have had it brought home to him, because I believe he did not know anything about the net price of the book in question.

*Mr. Clarke* (of Boston).—I think Mr. Hutchinson is right in that particular. If there are any breaks of this sort, and they are brought to the attention of the Executive Committee, the Association as a whole will be notified and, so far as possible, the individual publisher whose books are cut in such and such instances will be informed of that fact, and between them all they ought to find who breaks the price. The case that I spotted in my own city happened last year just before the convention, and was similar to the one of which Mr. Hutchinson speaks. The advertisement came out early in the morning, and inside of half an hour I had purchased two copies of the book at the bargain price. It was a Boston published book, and inside of an hour and a half the publisher had notified the concern. Between 11 and 12 o'clock I bought another copy of the book at the same price, and learned that the head advertising man was responsible for it and not the head of the department. It will gratify you to know, however, that we often overrate the damage done by a single book exploited in that way, because in this case the under-cutter's total sales were either four or five copies, of which I bought three. (Laughter.)

#### REMARKS BY MR. REYNOLDS, OF THE BOOK SUPPLY COMPANY.

*Mr. Reynolds* (of Chicago).—I want to say, friends, that you cannot cut my book and make a leader of it if I can help it. Standing in the hotel yesterday I heard some gentlemen standing behind me say, "There is Mr. Reynolds, of Chicago." His companion said, "Let us move around in front, I should like to see what he looks like;" and that reminds me of the first time I ever called on my friend Major Leigh, of Harper Brothers. I had never been in New York before. I went in with some timidity and handed my card to the attendant, and requested that he hand the card to Major Leigh. He returned immediately and said, "Major Leigh will see you very soon; have a seat." Well, as it happened, I had already planted myself on the bench—no, I guess I was sitting in a chair—Harper Brothers would not have benches for their customers, would they? Well, after waiting for some little time, a new shift came on and Major Leigh said to the boy, "Tell Mr. Reynolds to step this way." The boy says, "Which of the gentlemen is Mr. Reynolds?" Major Leigh says, "The gentleman with the horns," and so here I am with horns, Bertillon measurements and all.

I want to speak to you of just three things



—why I have not joined the Booksellers' Association sooner, why I am here at the present time, and why I am now a member of the American Booksellers' Association. The Booksellers' Association in its early stages primarily misdirected its purposes more than it directed them. In the early stages of the Association the loudest cry that I heard was "Protection against the department store and protection against the mail order house," feeling that they were pirates. I remember in the early stages of the Association that I received considerable correspondence that was almost universally of an abusive nature, much of it personal and dealing in personalities; and I want to tell you that you will never get the co-operation of anybody, you will never get a member in your Association that is worth anything to you by those kinds of methods, never in the world. I once had a letter from a party, in fact he made the demand that we send no catalogues into his State; he said, "This State is my territory." I wrote him a very courteous letter, telling him that I was very much surprised to receive the information. I said, "We have no territory except the broad universe," and I further said, "You can send your catalogue anywhere you please," and I gave him my home address and told him in that letter that I would give him the number of my cemetery lot, or I would request my wife to do so as soon as the wagon left the house. [Laughter.]

When I returned from California a few days ago I found on my return a large accumulation of letters, and the two days previous to coming to New York I spent entirely in reading those letters. I am not through yet, but I am going to finish them, and I am going to answer every one of them and give you an acknowledgment as soon as I get home, because I want to tell you how the spirit of those letters is changed. I never received in my life from any company of my own as fine a lot of letters as those, showing men of broad minds, business integrity, as well as of geniality and moral and righteous worth. I felt that I wanted to mix in with a company of men of that kind and shake hands with you and get acquainted, so when I came down here the first thing I did was to join the Association. As to whether I will prove a good member or not time alone will tell; but I want to tell you friends that it doesn't require time for me to tell you that I will try to be.

### THREE CLASSES OF BOOKSELLERS.

There are three types or classes of booksellers. The old-time bookseller, the department store with its regular book department and the mail order house, and we have all come at last to recognize that fact. The old-time bookseller meets the old-time buyer; the department store, with its great amount of advertising and large counter displays, catches the to-and-fro shopper as the old prize booth at the country fair cultivates the spendthrift in the country boy. The department store with its fine departments and displays makes new customers. The mail order house with its large amount of literary cata-

logues, circulars, etc., continually going to small towns and the out of the way places is creating and reaching still another class of buyer, and is in a way conducting a campaign of education; and I want to tell you, friends, if you think some of the customers reached by the mail order house do not need educating, you are much mistaken. Once I received a letter from a gentleman claiming that we had sent him an unfinished product, on the receipt of a deckle-edge book, and he said, "I took it to my butcher, who trimmed it with a cleaver, and he ruined it." [Laughter.]

### QUANTITY DISCOUNTS SHOULD BE GIVEN ON RE-ORDERS.

There are three reforms that I should like to see, and one is that publishers' schedules should have a come-back. When a bookseller buys 100 or 500 or 1000 books, in order to secure a schedule price I think that he should be entitled to his re-orders at the same discount. [Applause.] When a publisher comes out with a new book, whose success is problematical, and you buy 100 copies of that book and put it on your counter or in your catalogue, you are helping the publisher to create a demand for that book just as surely as the advertising he pays for in the magazines, and it is not right to ask you to buy that same quantity over again to get that discount. Another thing to be condemned is the breaking of schedules by which some publishers size up their customer and make an automatic slide on his quantity discounts. That is done, not I think generally, but many of the publishing houses do that, and I know it to be a fact. I have no objections or complaints to make on that score so far as I myself am concerned, but, gentlemen, it is not square.

Another thing that I think is wrong is the cut prices advertised in state library lists going out to the schools and the libraries throughout the State, and I want to tell you that I have in my desk such library lists; the prices printed from prices furnished by jobbers, and some of the largest and most representative jobbers that we have, and the prices in many cases are actually below the wholesale price which they quote to regular booksellers buying and carrying a stock of books. I have a catalogue in my desk at the present time on which the quotations were made by a jobber, which I went through and checked, and I counted in there something like one hundred items that are quoted at less than I can buy them for, and I am not a crossroads bookseller either.

I want to speak to you just a moment—if I am not taking too much time—as a publisher. Now, I know that lots of people look upon me as a publisher, but I am not a publisher. I get out a book once in a while as a pastime. I call Harper Bros., the Houghton Mifflin Company, Doubleday, Page & Company, and such people, publishers, but I have never reached that dignity. But I want to tell you, friends, that what I have published I have been on the square with the booksellers. I like lots of friends and I respect a foe and can shake hands with a



foe with the same grace that I shake hands with a friend. You know well that we have published everything regular with the exception of one book, and that one did the poorest of all of them, yet I believe, friends, in the net system. But the booksellers have been very slow in showing that they want it. I do not care anything about what some other publisher does. I am conducting my own business. It doesn't make any difference to me what his policies are, I am going to follow the policy that I think is right.

[Mr. Reynolds also announced that he had made his new "Barbara Worth" net.]

*The President.*—We have all enjoyed hearing Mr. Reynolds. Are there any remarks?

*Mr. Stewart* (of Indianapolis).—I do think that more time might very well be accorded Mr. Reynolds in discussing that point brought up. I do not believe that his point is well taken as regards the one net book which he published. It was very short and it was not a characteristic book from Mr. Wright. I do believe that he will find his sales from the new book published at net will be very much larger than they would have been had the book been published regular. In fact, I do not believe the merit of the net system can be tried out on any one book. It is too great a problem. To get down to the root of the thing means the very existence of the bookseller, and I believe that he will be more than gratified at the results of the sale of "Barbara Worth" now that it is going to be published net.

*Mr. Clarke* (of Boston).—I have been most delighted with the speech of Mr. Reynolds. I want to say to Mr. Reynolds right off that he may book my order for 200 copies of that book net against 50 otherwise. [Applause and laughter.]

#### EDUCATION IN THE NET SYSTEM NEEDED.

*Mr. John Grant* (of Utica).—I think a special vote of thanks is due to Miss Morris of the Association for her very able and excellent paper.

There is one item that has been omitted in our consideration of the net system—ignorance of it. Within the past three weeks there has come to my attention an order for a list of books on which the quotation made cut prices. In tracing this thing up I found that it was a want of education on the part of some one in the jobbing house. I do not know whether I should mention the name or not; it was one of the largest jobbing houses in the country. The party who made that cut price on that book was simply not aware that the net system was in existence.

Mr. Clarke mentioned another item that I think should be specially considered; that is, the extension of the net price period over one year. If I have fifty or one hundred net books on my shelf unsold at the end of the year, and, when a list is sent to me containing these items, I make a quotation on that list of only 10 off, I am sure to lose the order; it will either go to the jobbing house or some one else.

*Mr. Wolcott.*—Mr. Reynolds made reference to personal letters which were sometimes full of bitterness. My mind goes back eleven

years ago to a little bunch of men about as big as is represented by this crowd of men here [indicating] at the Hotel Earlington. It was an earnest lot of men, but we were unfortunate in having a secretary who did not like to write letters, and when he did write they were letters which seemed objectionable. Your president went back home to Syracuse many a time with a heartsick feeling, I can assure you. But that time has gone by and the net system has come to stay, and the booksellers and publishers are in close touch with each other. Instead of a little bunch at the Hotel Earlington, here is a big crowd at the Astor; that difference is eloquent to me and fills me with a great deal of satisfaction. It is inspiring to see this crowd of earnest men and women here this morning.

*Mr. Cary* (of Boston).—I desire to second the motion that we thank Miss Morris for her very interesting and instructive paper. I desire to congratulate the president also on the presence of so many ladies; it is extremely gratifying to see their deep interest in the work of this Association.

Motion carried by unanimous rising vote.

*The President.*—May I take the opportunity given by Mr. Cary's reference to the ladies—in view of the fact that we have so many ladies, our own members' wives and otherwise. [Laughter.] No, not "other wives"—sweethearts, or whoever they may be, or daughters, present, arrangements have been made by which the ladies may attend our banquet to-morrow evening and be served the full banquet, and after that will be shown to the balcony overlooking the room where they can hear the talks. We hope that every one of the ladies present, or the ladies visiting New York on account of this convention, will avail themselves of the opportunity.

I regret that I am requested by the Souvenir Committee to say, that on account of the unprecedented demand for tickets it will be impossible to promise all who sign for the banquet now or purchase tickets to give them the souvenirs. A certain number have been prepared, and it is impossible to extend that number. It is unfortunate that members did not notify ahead so that arrangements could have been made.

*Mr. Herz* (of Waco, Texas).—I was interested in Mr. Reynolds' statement about the way the jobbers interfered with regular booksellers selling to libraries. We have gone through so much of that. Heretofore I have been supplying the Carnegie libraries in Texas, but now I am being interfered with very much by large jobbers in New York, who supply them as cheap as I can buy at. I am interested very much on that subject, and I should like to hear a little more discussion of it.

*The President.*—To save any unnecessary discussion, I can answer Mr. Herz by stating that a committee was arranged for yesterday, with full power to deal with the librarians and jobbers on that very matter.

*Mr. Herz.*—I am not a member of the Association, but would like to put in my application right now. [Applause.]

*The President.*—The next number on the programme is a paper by Mr. Hackett.



## SOME PROBLEMS OF THE PUBLISHER.

BY E. BYRNE HACKETT, of the Yale University Press, New Haven, Conn.

*Mr. President, Ladies and Gentlemen.*

THE chairman of the Committee on Programmes assigned me the pleasant task of talking about the problems of the publisher, with the idea, I am sure, of making you happier by contrast. For, strange as it may seem, a publisher has book problems, too. To enumerate the manner and method would be to suggest and answer the problems themselves.

I suppose that to every house—the larger houses especially—unsolicited manuscripts flow in an uninterrupted stream of good, bad and indifferent—mostly bad. The average large publishing house receives an astonishing number, a thousand or more in the course of a year, and it is incumbent upon it to examine them with care. The first reading of course invariably eliminates a considerable number. It is evident that they should not have been sent in—and a number of them were evidently written by people who might well have been under detention. Yet some of *those* get published at that. [Laughter.] The second reading eliminates still further, it is safe to say, and of course that constitutes a considerable problem. For, really, manuscripts are read very carefully. Authors often wonder whether their manuscripts receive proper reading, and they say, "This book was rejected by one house or another and afterwards was a success." But that simply proves that publishers are not infallible. The books received from the literary agents as a rule possess positive qualities, and the problem there is largely one of price. The literary agents request as a rule a payment on advanced royalty, if not one publisher, then another; and I regret to say in some cases, though not generally, publishers are requested at once at the same time to bid on the same manuscript. Of course that is absolutely wrong.

Supposing that the publisher has accepted his manuscript, he is then confronted with the problem of making the book. I do not think that there is a single mechanical function to-day into which enters such a multiplicity of detail. The ordinary manufacture of a book calls for the skilled co-operation of no less than seven different manufactures; you begin with the illustrations, then you have your die cutters prepare dies for the cover; the designer, the papermaker, the compositor, electrotypist, the printer, the binder all enter in. There are dummies to prepare far in advance, printing and proof-reading, as all told, as business is constituted to-day, with some exceptions, no publisher employs all these processes in his own plant, you can imagine the waste, the delay, the trouble, the immense amount of detail that goes into making a publication a successful combination of all these different avenues of operation.

We will suppose, however, that the book has safely survived all these perils; that the

author has successfully read his proofs, galleys and then his pages, and has not made more than the ordinary amount of correction (mostly paid for by the publisher), even yet—taking for example a work of fiction by an unknown author—we still have such [laughter]—the actual problem of the publisher has only begun. You are all familiar with the *modus operandi* of that work. You may or may not be familiar with the banal advertising in the newspapers some months in advance, but you are often swamped with the amount of talk put out by those peregrinating apostles of literature, the travelling salesman, who claims all the virtues that ever were—and some few more—for his books, and he induces the dealer to try a sample or take a plunge, as the case may be. The traveller reports back to his publisher and another real problem has been solved, the number to print with safety. Every book of fiction is a gamble. Practically no publisher can tell how many copies to print. No experience can justify him. Twenty-five thousand copies may be sold of the first edition, or he may be able to sell only 10,000. But the booksellers and jobbers have contributed their quota of information on the point, and he makes his book.

How to promote, successfully and at a reasonable cost, the sale of that book is another problem. A certain amount of advertising is done almost immediately by the leading houses. Some one or two of the more conservative wait till they see how the public goes before they make preparations for advertising. Literary copies are sent out freely, discussions are evolved by friends of the author—besides which friends of the author visit the book stores and ask continuously for the book [laughter]. In short everything is done that ingenuity can do to promote the sale. The successful publisher of to-day combines more virtues than any other man of business I know of. He must be a man of sympathy. He must be a man of fine feeling to get in touch with the author, the author who is so frequently solicitous of uplifting of the world—at so much a copy, say 20 or 30 cents. He must be skilled in manufacture. He must be capable of buying his raw materials with excellent judgment. He must be artistic and sensitive in order to secure the best results. He must be cautious in his judgment as to how many to print. He must be able to come up splendidly with his money to advertise. He must be as patient as Job waiting until the booksellers pay [laughter]. He knows all the time that the chance of satisfying the author and the bookseller and his own people, including the travelling salesman, who bobs up with commendable regularity for an increase in salary, is small, and his financial reward is utterly out of proportion to the skill and energy involved. After all few publishers are as successful as my friends, Doubleday, Page &



Company, and I question very much whether there would be such a building to-day out at Garden City if they had to depend on the booksellers alone for the money with which to construct that building.

In a sense I have covered the general problems of the publisher. But, as a matter of fact, I could tell you that the real problems are the delicate arrangements with authors as to royalties, and the hundred and one things that call for a very fine and very delicate sense of judgment.

What I really wanted to say to you was this: That the real, the ultimate problem of the publisher to-day is that of utilizing efficiently, economically and successfully the very inadequate means of distribution that the booktrade of the country offers him. It is not necessary for me, I hope, to say that I am in sympathy and friendship with the bookseller, yet I must say that my conviction is that up to the present time, with a few notable and splendid exceptions, the booksellers of America have been a very sorry lot.

We are in a dangerous frame of mind at the present time. We feel that we have accomplished a great deal, and undoubtedly much has been accomplished through co-operation, and I think I am safe in saying that the publisher has done at least one-half of the work that has brought about better conditions. I say also that the frame of mind on the part of the publishers to-day is to expect the bookseller to shoulder the burden, to carry on and extend the work that they have largely brought about. To a very large extent, gentlemen, I think you are on trial. You have asked for improved conditions, and we have helped to bring them about. Let us see whether you will respond to them; let us see whether you will become efficient business men.

One of the complaints that we have heard here is that the publisher has gone over the head of the bookseller to get business. Let me tell you that a publisher who hopes to pay his bills has got to develop avenues of trade that the bookseller does not furnish him. As Mr. Doubleday said last year, we are too much accustomed to "letting down our back hair and weeping." That is a condition that is liable to become permanent. I do not know that we are doing everything to develop the happier auspices of to-day. I do not know that we are going to be wise about guarding the profit that comes to us. As a body, as an association, the menace directly ahead of us is that booksellers, not appreciating the novelty of the thing, are going to begin to give away their profits; that is something you want to guard against.

The actual machinery for the sale of books

as it exists to-day—I am not talking about any Utopian machinery—is not utilized by us. All our publishers know that when we publish a large and expensive book that calls for a continued sale and a reasonably large sale to reimburse us for our investment, the average bookseller in the average town of more than one hundred thousand inhabitants will either pass that book by or buy a sample copy of it. The publisher is making six or seven thousand copies, say, and must find a market for at least two thousand copies before he is even reimbursed. How is he to make his enterprise a safe one unless he finds the ultimate consumer for his trade. I would welcome the situation that exists in Germany to-day, where the publisher is prevented by booksellers from filling retail orders direct. I would welcome that if, on the other hand, I felt that the booksellers throughout the country were availing themselves of their machinery to make sales for us.

There are other things that we publishers would like to see changed. Some booksellers, through bad weather and lean years, have paid us promptly, but the average bookseller, in relation to his publisher's account, seems to lose sight of his moral principle. He pays the publisher, I suppose, the last man on his list. Gentlemen, that is not right.

If I have given you any idea of the problem of manufacturing, you will see that its costs have to be paid for by the time the book is in your hands. Then we allow from ninety days to four months' time, but are not paid promptly. I regret to say that in the little business we do up at New Haven that we have some booksellers on our list who let our little items run a full year. That is only typical of the demoralized condition that has existed in the booktrade for causes for which we are not to blame. It is time we shook ourselves free of that.

With very kindest regards for your patience in listening to me, I wish, gentlemen, you would think this over.

*The President.*—Are there any remarks or questions arising from Mr. Hackett's paper? If not we will proceed to the next.

Mr. F. L. Reed, of the Grosset & Dunlap Company, had prepared a paper which is down on our programme for to-morrow, and as we are a little ahead of our schedule and would like to leave to-morrow especially for business matters, and as Mr. Reed is unable to be here either to-day or to-morrow, I am going to ask Mr. E. S. Adams, of Fall River, to read the paper for Mr. Reed.

*Mr. Adams.*—Please think of Mr. Reed instead of myself and avoid a case of mistaken identity.

## HOW TO INCREASE THE VOLUME OF YOUR BOOK BUSINESS.

By F. L. REED, of the Grosset & Dunlap Co., New York.

THE subject which I have been asked to handle at this convention is rather a staggerer, and I assure you it was with no little timidity that I accepted the invitation and began the composition of this paper. While

I feel that in my few years' experience in the book business I have gleaned information that is invaluable to me, I doubt my ability to impart any that will be of real value to you, and especially to those of you who have



been in the book game many more years than I. However, I will outline a few of my experiences and state a few of my beliefs, and you may take them at your own valuation. If I do give you any ideas which prove of value, I shall be very much gratified, and feel that the time has been well spent.

From what I have been able to learn there seems to have been, in years gone by, a feeling that the methods which were adopted and used to sell other commodities could not be applied to the sale of books; but I believe that at the present time booksellers in general look at their sales proposition in an entirely different light. Within the last year or two I have been afforded the opportunity of visiting many bookselling establishments, and of becoming more generally acquainted with members of the bookselling fraternity. This acquaintance has served to instil in my mind an admiration for the spirit in which the bookmen in general are getting after business.

I think that the first thing the bookman should do is to get outside of his own environment and try to place himself in the other fellow's position—look at his proposition through the eyes of the prospective customer. When a fellow has done this, I believe he is looking at his business from the right angle. If the bookman will only be fair to his other self and make his proposition appeal to the prospective buyer, his biggest stumbling block is overcome. There is no general rule that may be set down which will clearly outline a successful method for increasing the volume of business; but there are many integral parts that in themselves are of vital importance, and any one neglected has a deterring effect on the whole, and, as you remember, the whole is all that the outsider sees.

You will agree with me that bookselling is not an easy art, if indeed it may be termed an art. In my estimation it calls for the highest kind of executive skill on the part of the manager; and then again his lieutenants and subordinates must be of a much higher mental calibre than is needed to transact business in other lines of merchandise. The bookman must thoroughly understand the capabilities and possibilities of each individual in his employ, and strive to get the utmost out of this individuality.

I will leave for a moment the question of the salespeople and their duties and outline in a general way my belief about merchandising. I am not in favor of price-cutting, but I do favor value-giving. The bigger and better the values, the greater the results. However, even a good value may be spoiled by hanging to it too much of the cheap bargain phrases and associations. You should first develop character, store character I mean. People in any community judge a store just as they would an individual, and the individuality which is reflected in the business is the means that the citizens have of forming their impressions and judgment. When you have gained the confidence of the public, you have secured something which money alone cannot purchase. You might spend thousands

to advertise your store and you might extol your systems and your general store policy to the highest mountain tops, but if you did not back this up in every minute detail your thousands would be wasted. Once you have obtained the reputation, you will find that people will think of you first when they think of books. This is a time-worn phrase which I am using; but nevertheless it is absolutely true at present, has been true in the past, and always will be true. Therefore the first step in increasing your business is to get the right kind of an organization, one thoroughly trained and properly educated in your ways of doing business.

A good executive should first understand how to sell goods himself in order to be able to impart knowledge to others. To my mind the query, "Is there anything else to-day?" so often put to a customer by the salesperson, never sold a dollar's worth of goods, nor never will. I presume that the idea of the one who originated this phrase was to tactfully remind the customer of some article that may have been forgotten or that he may have neglected to place on his shopping list.

I am a firm believer in suggestive salesmanship, but I think that this phrase falls short of the mark. With a little tact a great many extra sales may be made by the suggestive method. No one likes to feel that he is being forced to buy an article, but on the other hand no one can resent a mild suggestion. Suppose you were selling a customer one of the late books—who could or would resent it if you suggested that if he had not already read a certain other new book, perhaps he would like to do so? If you were to supplement this by saying that your customers had expressed a strong liking for it, you surely would not make a man believe that you were trying to force a sale, yet would be calling attention to the new book in a very forcible way. You might not make a sale at the time, but this sort of suggestive work is bound to create an impression and to have much to do with the ultimate increase of your business. But let me caution you—suggestive salesmanship carried too far ceases to be suggestive and becomes aggressive. Many times a customer will ask what books you have on certain subjects. This is a golden opportunity for the salesperson who has made a study of the suggestive method in salesmanship. One salesman I know quite well made a practice of asking each customer if he or she was interested in works on economics. The man figured that if the customer happened to be interested in this subject, he was in clover; but if not, the customer was quite apt to disclose the particular branch of literature in which he did revel. Thus given his cue, he worked it for all it was worth, along suggestive lines. The man is no longer a salesman, but a department manager, and a good one too.

Another opportunity afforded the salesman is when a customer asks for a book not carried or out of stock; simply say that this is the case, and at once volunteer to find out about the book inquired for. Go to your



catalogue and get the information before the customer has a chance to say "never mind," or to pass it by in any way. By doing this you will ingratiate your store in the customer's mind, and make for it a friend whether you make the sale or not. This gives you still another chance to get in some suggestive salesmanship. You can work this plan out to better advantage and give more intelligent service generally in your book department if you will divide the work by giving each salesperson a special branch of the stock to take care of. The salespeople in this way will have an opportunity to become more conversant with the particular branches of literature under their care and better able to serve customers satisfactorily. Then, too, it makes your suggestive plan very much stronger, for it makes each person better able to carry out this work to its fullest advantage. If, under such a scheme, a customer should approach your fiction salesperson and ask for some particular juvenile, he is politely referred to exactly the right place and clerk in the department without delay. When the "juvenile" clerk gets hold of the customer, his particular knowledge of these lines will make it almost certain that you will get all the business possible out of the customer's call.

This is "team" work, and good "team" work too. No baseball team ever won the coveted pennant because it had one or two brilliant players; it is the "team" work that counts. And that is the way it is bound to work out in the building of your book business. If you seek banner sales, of course, one or two clever salespeople may help, but they can't carry you to success. Build up the co-operative spirit—"team" work. As the fans in the bleachers have it, "it was a bone-head play;" the team cannot win if it continues to make "bone-head plays." One such play is enough to serve as an example. It seems a rather far cry to bring the baseball fans' colloquialisms as a simile in this paper, but I venture to say that "bone-head plays" have been made in many bookstores.

If a customer came into your store and asked a clerk for a book on ornithology, a description of the ruins of Pompeii would hardly answer, would it? Now, just suppose that one of your salespeople was placed in this predicament because he did not know that common every-day birds were classified under such a high sounding name as "Ornithology." No doubt the customer would be referred to you or to some one who would know, and perhaps the customer would go out with the book he sought—BUT—yes, capital B, capital U, capital T—big, bold BUT—but if the clerk that made this ludicrous mistake immediately found out the meaning of ornithology, would every one in the department be informed? Would you use this as an example to improve the "team" work? If not, why then the very same blunder might occur the next day, and surely that would be poor policy. Keep constantly educating your people in the knowledge of the goods they sell. Intelligent service pleases customers and pleased customers come back,

and it is the "come-back customers" that count. Who could stay in the book business long if dependent on transient trade? When you have developed the "team" work, you have gone a long way towards building a solid foundation for big business-building and for permanent results.

This, however, is but one side of the proposition you have to handle in increasing the volume of your business. There are many other puzzling problems which confront the bookseller every day. Perhaps one of the most important items is the matter of selling prices. What prices to establish and what cuts to make are very often difficult questions to decide. In cities where price wars are waged, business is bound to be poor, and even if the volume is increased, the addition will not be substantial—at least, it will not be long-lived. If your time is given to the consideration of cutting prices, and if you spend hours scheming to outwit your competitor in the matter of cut prices, you will neglect your educational policy and so will the competitor. It resolves itself into a "price fight," and in this battle a great deal of energy is expended which might be used to far better advantage in the development of your business. I do not know of a city where there are now more bookstores than can profitably do business; but, on the other hand, there are cities where the price war is being waged, and this is killing the business.

This may be more clearly understood if you will look at it from the outsider's point of view, or, better still, if you will imagine yourself a customer of one of these price-cutting establishments. Suppose a man enters such an establishment with the idea of purchasing one, two or three gift books. Imagine this man's consternation when, instead of being approached by a clerk who would explain to him the attractiveness, the appropriateness, and the adaptability of these gift books, he would be met by one who felt it incumbent on him to explain how the prices had been cut, and how they had been cut to a much greater degree than by the "other dealers." In the former case, if the effort did not result in extra sales, the margin of profit would be greater, and this, of course, is always a consideration. "Cut-throat" methods will never do anybody any good, but they will do a great deal of harm.

I suggest a price understanding among the dealers in each city. I do not mean a written agreement, for this is not only undesirable but it is also unlawful. The different merchants could make up their minds to get a good margin of profit on their goods and to cut out the small, "cheap John" business. While there is liable to be a slight variance of prices occasionally, the difference will not be marked, and unless you especially call his attention to it, the average bookbuyer will not be likely to notice it.

I think twice a year often enough to have special sales of superfluous stock. The impression created is desirable and the reducing of stock is sometimes essential. Keep up the suggestive policy of development, and too many special sales will not be necessary. If



you have too many, the people acquire the habit of expecting special prices, and therefore put off their purchasing until these sales are offered. Then, too, there would be the lack of variety—which is always a drawback—and people would attach no value to your advertising when these special sales were offered. By having two special sales a year, you make the people realize that they must "do it now" or they will be too late. I remember once that an advertising man expressed this thought in an advertisement of standard works. The display in italics at the top ran as follows: "If you do not get here before they are gone, they will be gone before you get here." It strikes men that this is a very nice summing up of the way you want your customers to feel.

One thing that a man has to have in order to be successful is system. System means everything in a commercial house. Red tape is not system. It is simply red tape; but system really is system, and system is truly helpful. There are a great many methods which I might suggest that a man could use as aids in creating business. I will mention a few that come to my mind, all of which have left an indelible impression.

In one book establishment, all the standard or special authors' names and subjects were filed in accordance with a card file system, and under each author's name were listed the names of the customers who had, at some time or other, signified a liking for that author or books on the subject. It worked in this way—any time a salesman could get a line on any one of his customer's preferences in regard to authors, he placed that customer's name in the card file, and whenever a book by this customer's favorite author was received he was notified that a new volume had been published. In most cases this was done by means of a letter which described the book briefly, and then the letter went on to say that the firm understood the customer to be interested in this author's work, and that he would no doubt be glad to know that a new book was now on the market. This letter by no means urged a sale, but was written in a suggestive manner and brought excellent results.

You should know what the sales of each clerk amount to every week in order that you may compare each week's sales with those of the preceding week, and also each month's sales with those of the preceding month; in this way you may be sure of just the amount of business each person is doing. If there is any great falling off, it is up to you to investigate and see where the fault lies. If the people whom you employ realize that you have all the information concerning their actions at your finger-tips, they will realize that you know whether or not they are serving the firm in the best possible manner, and in this way your chance of getting the most out of your employees will be much greater than if you were not in possession of this information.

You should know how heavy your expenses are—how much profit must be made on each book, and how often you must turn your

stock in a year. You should know whether or not any particular lines are bringing you enough profit to warrant your keeping them in prominent display. You should know whether or not you are selling enough to forge ahead of previous years.

I believe that I should give some little space in this paper to the much-discussed subject of advertising. Some people say that advertising is a science. It is rated as the greatest creative power and the most successful "business-getter" in the business world. Many thousands of dollars are spent yearly on advertising that are just wasted, yet it seems to me hardly right to call advertising a science. There are, however, a few primary principles which may be generally applied.

Nobody will deny that it is a subtle and powerful force if well directed. Granted this, our next problem is to find out how to direct our advertising energy. Different people have different opinions, but I think for the book-seller, in writing his advertising copy, it is safe for him to advance just the same arguments he would use if he were selling over the counter. After he has written these arguments according to his first idea, then he should condense them. After the condensing is done, he should step out of his own shoes and take the position of the reader. Consider the advertisement step by step; criticize it, and run over these criticisms in your mind, cutting out the bad points. Take what remains of your second copy, get back into your own shoes, think it over for a little while, and then go ahead and write your "ad." If a man will give his advertisement this much thought and consideration, it must necessarily prove a success. By mere luck some people have written advertisements in a hurry that have proven most effective; but "luck" is not a criterion to go by.

The same principles apply to your window-dressing and the cards which you employ in your window. I am a firm believer in the employment of price cards and signs that really give definite information in a brief and pleasing style. They are your silent salesmen, and surely they talk as eloquently and in just as expressive English as your human salesman, because there is no retraction—no second thought—possible for the printed card. The first appeal must do the work, or the work must be left undone. Your advertising is your only means of conversing with your customers; that is, your prospective customers. If you say the right thing and say it at the proper time, it is bound to have the same effect that conversation so directed would have. On the other hand, the newspaper space and the window space offer excellent abiding places for our "silent salesmen;" but remember, you will not meet with success if you go at it in a half-hearted, happy-go-lucky manner. I would suggest a series of educational advertisements to be run in the daily papers, telling the people how much enjoyment there is to be found in the society of books, what books mean to the home, how many phases of life which touch upon the experiences of each individual are depicted in books, etc. I would like to say



right now in this connection that it would be the best thing possible if the booksellers and publishers would get together, through this association, and advance ideas as to how advertising should be done in the general magazines and newspapers, with a view to making reading more popular, and thereby creating more sales for every bookseller. Once this book habit gets a hold upon a person, it has him in its power forever. There is a complete change in his mode of selecting enjoyment and in his habits in general. It is a good custom to encourage, and a great deal should be done toward establishing it. This, however, is a subject open to discussion, and I think it should be taken up by some one more intimately acquainted than I with the trade conditions and some one that is better known to you all.

A certain company issued a series of advertisements. These advertisements took the public into their confidence and told the people just what they could get for so much money at the advertiser's store. The company urged the public to use them as a bureau of information in regard to the places where they could secure the best book values, and then went on to cite an instance where one of their customers had lost forty per cent. by purchasing a standard set of works from an agent. Following this, another case was mentioned where a customer had called up to consult the company as to the advisability of purchasing such and such a set at a certain price. The company immediately replied that the price quoted was a fair one, and so the customer purchased the set. The company had the same books in a cheaper edition, but they knew that the customer would secure a better value from the other dealer, and they also knew that the price quoted was fair.

I fear that the statements in this paper are rather disconnected, and that their order has been badly shaken up; but I am hoping that you will find some of these fragmentary remarks of at least a little value. There are many more things with which I might take up your time, such as the proper care of the

stock, the arrangement of your wares, personal neatness of your employees, etc., but these things you know so well that I am satisfied to "call quits." Thank you.

*The President.*—Any remarks arising from the paper which you have just heard?

*Mr. Upham.*—I should like to speak of a fact that has just taken place; that is the death of the author, Colonel Higginson. We have all sold his books. He was a soldier of the Civil War, with a splendid record, a gentleman in every way, and it seems to me that it would be a very graceful thing for this Association to send a message of sympathy to the family of Colonel Higginson.

Moved and seconded that a resolution of sympathy embracing the feelings of this convention be sent to the family of Colonel Higginson, recently deceased.

*Mr. Schenck.*—May I amend the motion by constituting Mr. Upham and Mr. W. B. Clarke a committee to formulate such a resolution?

The amendment was carried.

*The President.*—That, gentlemen, finishes the programme for the morning.

*Mr. Foote.*—I want to ask in connection with the remarks about advertising in Mr. Hackett's paper, whether that subject comes in the other papers.

*The President.*—It does. There is a paper on "Advertising Books," by Mr. Frederick, of *Printer's Ink*. When we adjourn I hope it will be to meet promptly at two o'clock. It is hardly fair for those who have prepared the papers to be interrupted by those who come in late, or to be greeted by a small number of members.

For the Library Committee that was authorized to be appointed yesterday I named Mr. W. K. Stewart, Mr. W. H. Cathcart, Mr. Charles E. Butler and Mr. Ralph H. Wilson. You will remember that that committee was asked for by Mr. Charles Harvey Brown, of the Bookbuying Committee of the American Library Association, at yesterday's session.

Adjournment taken to two P.M.

### WEDNESDAY—AFTERNOON SESSION.

Convened at 2:15 P.M., the president in the chair.

*The President.*—The first paper on the

programme this afternoon is one by Mr. Fred E. Woodward, of the Woodward & Lothrop Department Store.

### THE IMPORTANCE TO THE DEPARTMENT STORE OF THE MAINTENANCE OF PRICES.

By FRED. E. WOODWARD, of Woodward & Lothrop, Washington, D. C.

THE inexorable law of supply and demand rules the marts of trade, and within the elastic limits of this law are to be found many perplexing problems.

One of these, the matter of maintaining a uniform retail price on certain kinds of books, concerns us to-day.

In a general way, stability of price is necessary for a safe and successful conduct of business, as an enterprise which does not show a profit, must be conducted at a loss. There are exceptions, however, to every rule,

and in many lines of business certain articles of merchandise are sold, if not at an actual loss, at least with a much smaller margin of profit than usual; for instance, granulated sugar. Yet, in spite of the fact that no grocer can sell granulated sugar and make a satisfactory profit by so doing, no grocer would seriously think of carrying on business without it. His problem is to carry enough of it to satisfy his customers and make up the shortage of profit on sugar by an extra profit on celery or cabbage or some other article.



Not every article sold in department stores pays a suitable profit. It is doubtful if a merchant could retire with a competency if he sold only such articles as Clarke's Spool Cotton, Fruit of the Loom Cotton, Cuticura Soap, Huckabuck or Damask Towels at 25 cents each, or black dress silk at \$1 per yard.

Such articles are considered absolutely necessary to the conduct of a department store, and must be supplied regardless of the fact that they are not immediately profitable. I can remember distinctly when John Wanamaker was accustomed to sell *Harper's Magazine* on the day of issue at 25 cents per copy, *actually less than the cost*.

This, however, does not prove anything except that a few articles can be profitably carried and sold at a known loss, allowing the general average of profit on other articles to make good this loss.

The only argument which calls for maintenance of prices is that *such a maintenance is necessary in order to insure a reasonable profit on the money invested*.

All profits must come from the small end of each dollar.

It can be readily seen that after paying for the merchandise the remaining portion *must* pay, first of all, current expenses, and after these are paid the balance, if any remains, is the net profit.

Who can imagine a convention of business men or merchants passing a resolution something like this:

*"Resolved, That during the coming year our expenses shall not exceed the figures of last year."*

All those in favor say "Aye," those opposed "No;" the ayes have it and the motion is unanimously adopted.

Who imagines that the mere adoption of such a resolution would bring about the results desired?

No sooner do we enter upon another *week's* business than troubles begin and we discover that:

Porters are inefficient and more porters are needed.

Horses are sick and automobiles are eating up gasoline or electricity.

Boys waste paper and twine in an astonishing manner.

Customers demand more privileges, one of which is the delivery of small packages, and impatient ones call for more "special deliveries," all of which costs more money.

Luxuries are needed in the store as never before; larger sums are needed for telephone service.

(As much money is now spent in telegrams as was formerly expended for postage stamps.)

Newspapers demand more money for the same advertising service.

Help is inefficient and gives smaller returns. Insurance and superintendence and manufacturing cost increases every year.

These and many other items combine to *add to the cost of doing business to-day*—and if the cost exceeds the actual profit or remainder after paying for the merchandise, *a loss and not a profit ensues*.

The cost of conducting a retail business at

the present day may vary slightly because of location or other circumstances, but is apparently *between 25 and 30 per cent*. That is to say, all fixed charges, such as rents, insurance, advertising, clerk hire, superintendence, etc., consume from 25 to 30 cents in each dollar received.

That the cost of doing business is steadily increasing is the common experience of all, and unless some check occurs in this direction the remedy must be looked for in a *lower merchandise cost*. This fact the Booksellers' Association has been aware of for many years, and its efforts to secure a larger discount on certain books have been partially met by many of the publishers who have issued *new books at net prices*, thus establishing a *fixed price* for the buying public, and giving the dealer a larger discount than heretofore.

A strict adherence to this plan on the part of all would be satisfactory, but as price cutting, or selling at less than the stipulated price, has been carried on by some prominent houses, the question of maintenance of prices assumes a new phase.

Strenuous competition both in large and small cities has in many instances led to the lowering of the price of books to the ultimate consumer (to his advantage it must be confessed), but to the lessening of profits on the part of the bookseller.

R. H. Macy, one of the principal offenders in the matter of price cutting, does not claim that the selling of books in the book department at cut rates shows a profit, but on the contrary advertises extensively after quoting cut rates on new novels as follows:

*"Savings such as these in our Book Department prevail throughout the Macy Store,"* thus encouraging the idea that the cut rate in the book department is intended for and is *an excellent advertisement* for the balance of the store.

For instance, the following advertisement appeared in the *Globe* of April 25, 1911:

**"THE PERCENTAGE OF SAVING AT MACY'S."**

*"Many people judge the 'Macy Saving' by our prices in our Book Department, where it amounts to about ten per cent. This is not quite fair. Because of our fight with the Book Trust, we have a certain amount of difficulty in obtaining our books. For this reason we cannot afford to undersell in books to the same extent that we can in other articles where we have as great, or greater facilities, than other stores for buying.*

*"While your savings may be only 10 per cent. on books and other restricted articles, it is often 50 per cent. on general commodities.*

**"MACY'S VS. THE BOOK TRUST."**

*"Our fight with the Book Trust still continues—we still sell books cheaper than any other house.*

*"The Book Trust itself has slightly changed the price at which it sells to dealers, but as always, Macy's prices are just 10 per cent. under the lowest price elsewhere."*



We are not concerned with the truthfulness or falsity of this statement, and use it only for the purpose of making apparent the fact that *the value of price cutting is in its advertising importance to the remainder of the store.*

But what is to become of the firm which is not inclined to advertise books under the regular price in order to bring customers to his store that he may sell them some other article?

All will concede that the booktrade is a highly important profession—it supplies all other professions with tools of trade and is the foundation of our national greatness, the public school and its magnificent system; it diffuses intelligence and cries aloud its wares from the housetops and the billboards—consorts with the wisest and best of every land and time; strikes hands with every good endeavor; stimulates the intelligent to still higher activities; expands budding intelligence, glorifies the effusions of wit and humor, enlivens the pages of philosophy and becomes the handmaid of Art, Science and Religion.

In short, every walk of life is illumined by the beams of light from the bookshop lantern.

To know one must read.

In the olden days the bookstore was a striking feature of our American city life, and grand and glorious traditions hover about many famous bookstores, even within our own recollection. Slowly but surely they are fading away to be only a delightful memory, and in their places we see the bookstores installed in prominent department stores steadily growing in character and importance—but possessed of no ancestral traits—and lacking all the traditions which characterized the old bookstores.

A book department which is an integral part of a department store represents a large outlay of money from which an adequate return is demanded, and when for any reason this or any other department fails to show such a return the wisest counsels of the entire management are brought to its assistance.

Should it be proven, after a full investigation that because of some conditions, difficult or impossible to change, a profit is impossible, that particular bureau or department will be likely to be abolished and in its place will be put some other and more profitable one.

The well regulated department store of today does not assume figures or guess at results; on the contrary a staff of experts are constantly on the alert, compiling statistics, eliciting facts, classifying expenditures, etc., as never before.

The department store deserves credit, not perhaps for discovering these facts, but for putting them into such a practical form that the immediate application becomes easy, and the true state of affairs as to whether a certain department is showing a profit or loss becomes known at once.

In brief, each and every branch of the department store must show a profit, and while instances have occurred where an unprofitable department has been continued for some

time, a course like this cannot long be indulged in without ultimate disaster.

The department store has become a leader in the community in more directions than one, and friendly relations generally exist between it and its competitors.

It seldom seeks any closer relationship than unity for the common good, as it seldom has a business success which it desires to share with another. It is altruistic or selfish in a good sense, and deems itself *sufficient for any emergency*, seeking neither advice nor counsel from an adversary.

The power of united effort of department stores has been hinted at many times, but never put to an actual test. Should it ever come to pass it will be gigantic.

To the underseller (and in every instance the underseller is in a department store) fiction offers the fairest field for successful work.

We may sell theology at any old price, many stores do not sell it at all; we may juggle the price of history or sociology or mental science if we will, but these are seldom a temptation; but the latest novel, or the "six best sellers," or "Molly Make-Believe" and "The Broad Highway" are on the tongue of all and the prices of these items are easily compared.

The problem of underselling is not a new one, and has been recognized as an evil to be fought ever since the establishment of those agencies which to-day are recognized as influential and important in the circles of the booktrade—and I have no doubt but that references might be found in every decade of time since the establishment of these booktrade periodicals, showing the denouncing attitude of the trade towards such practices.

I wish especially to call to your attention an article from an English booktrade journal in 1864, nearly half a century ago, as follows: It is copied from "Chambers' Encyclopædia," then on the press, and was written by William Chambers under the heading "Review of the Book Trade":

"Throughout the more respectable part of the trade there is a constant effort to maintain unbroken prices, for when a book can be obtained by booksellers, below trade price, it is essentially ruined for all regular business.

"On the other hand, there has sprung up a practice amongst some retail booksellers of selling new books to the public at prices a little above cost.

"This system of underselling has caused much disquietude in the trade.

"For a long time resolute attempts were made by heads of the profession to refuse to deal with the undersellers, but these, appealing to the public, ultimately conquered; and now books of all kinds are disposed of at such prices as the bookseller pleases.

"Whether publishers will in time fall on the expedient of lowering nominal selling prices, at the same time lessening allowances, or whether they will altogether drop the marking of prices, are questions on which we need not enter."

The *American Publishers' Circular*, under



date of January 1, 1864, the first volume issued, says still further:

"The general evils of underselling are depicted with force in the above article from the *London Bookseller*, but they by no means exhaust the inquiry.

"Every moral principle which animates the trade and every power of regulation which it possesses should be directed most rigorously and persistently against this pernicious practice, and those of the craft who thus unnecessarily abuse the right of fair and legitimate competition to the manifest prejudice of their brothers should be marked and frowned upon in a manner which will express most emphatically the contemptibleness of such conduct."

Still further we read:

"In 1863, in Liverpool, Manchester and other large towns, the large magazines published in London are retailed immediately on their publications at *nine pence, the cost price to the trade.*"

This would seem to indicate that the problems in the booktrade which seem new when investigated prove to be old acquaintances, and there seems to be good reason to believe that they will mystify and annoy our children's children even as they do the present generation.

There are three important factors in the problem before us, viz., the publisher, the retailer and the buyer.

The publisher makes a profit on the manufacture and publication of books; at least he should, as he is in a position to do so, for he fixes both the wholesale and retail price.

The buyer wishes to buy as cheaply as possible, and this desire sends him to the lowest seller, if there is any difference in price, and this fact has a tendency to cause all other sellers to approximate his price.

Between these two, the publisher on the one hand and the ultimate buyer, the public (the permanent source of all legitimate commercial profit) on the other, stands the retailer, conscious of the sins of the one and having a tender weakness for the other, yet wondering which one of the two will yield him the better harvest.

Finally, if the maintenance of prices fixed by the general consent of the booktrade, or

by the individual publishers, or by any governing body, seems necessary to secure to the department store a legitimate profit, I have tried to make clear to you that such maintenance is of decided importance.

The keystone of the arch has upon it the one word "*Profit*," written in letters large, and there it must remain. In the words of Marcus Accius Plautus, written 254 years before the birth of Christ, "*Non enim potest quaestus consistere, si eum sumptus superat,*" which being translated reads:

"There cannot any profit remain, if the cost exceeds it."

#### DISCUSSION OF MR. WOODWARD'S PAPER.

*The President.*—Are there any remarks to be made or questions to be asked arising from Mr. Woodward's paper?

*Mr. McKay* (of Philadelphia).—I want to ask Mr. Woodward a question. I have been arguing for a larger profit to the retailer for some time, and I have been contending that 25 per cent. on a net book meant a loss to the retailer. I am surprised at his cost of doing business—30 to 35 per cent. Did you mean that, Mr. Woodward?

*Mr. Woodward.*—I said 25 to 30 per cent.

*Mr. McKay.*—If a department store takes 25 to 30 per cent., what is the poor little retailer going to do? I have not been in the retail business for several years. The best I could do, running a little second-hand book shop and working myself night and day, was 22 per cent. But when Mr. Woodward tells me it costs a department store 25 to 30 per cent., how is the small retailer going to make any money on net books at 25 per cent.? I asked you that, Mr. Clarke, in Boston. This net price business is all right, but make your net books at a living profit. My own discount on books, where I control them, is 40 per cent. [Applause.]

*The President.*—Are there any other remarks?

The next paper on our programme is an article prepared by Mr. J. George Frederick. Mr. Frederick was in the room a short while ago, but I do not see him now, and in his absence, by arrangement with Mr. Kidd, we will hear his paper on "Keeping Stocks Down and Pushing Sales Up."

### KEEPING STOCK DOWN AND SALES UP.

By JOHN G. KIDD, of the Robert Clarke Co., Cincinnati, Ohio.

MR. HERR has requested a paper on "Keeping Stock Down and Sales Up." As my enthusiasm is principally with "Keeping Sales Up" I shall commence with that subject.

In keeping sales up, instead of waiting like Micawber for something to turn up, start right in and do the turning up yourselves. The most important point is to consider what means you can take towards making every month produce its pro rata of business with a liberal increase. Most booksellers, except those in cities of large transient trade, have difficulty in making both ends meet during the dead midsummer season, when it is too hot to read and most of your good book-

buyers are on their vacations. About that time the only thing that is healthy about our business is the expense—this does not decline with the hot weather. The best way to stimulate trade at this time is to force the sale of reprints, fiction and other vacation literature. During spring, fall and winter there are abundant opportunities of increasing sales. January is the time generally devoted to the grand sale of overstock, damaged and near-damaged books. The public have arrived at that stage where they rather expect special prices at this period. We have two set sales a year, six months apart, which is all our customers will stand for. The re-



turns are large and it is a shame we cannot do it oftener. Another very lucrative end of the business, if you are able to handle it, is the special binding department. With a good deal of atmosphere and a little originality and forethought you can make a profit that is really astonishing. Taking advantage of Valentine, Easter, Commencement, Travel, Nature and Outdoor books, with school books to increase the early fall sales, and that grand velvet time during December when one-third of our yearly sales are made, we manage to get on fairly well. Of course we are at all times on the lookout for something new that can be successfully worked for a big sale. The continual and increasing demand for 50-cent reprints is really surprising. We find this one of the most effective business builders, and a window display of them is made at least once every three weeks, except during the holidays.

Library business under ordinary circumstances deserves your special attention all through the year, as it enables you to dispose of what otherwise might prove dead stock, and helps your purchases, thereby bettering discounts. At the present time this business has reached a stage of rather acute indigestion. The booksellers, after many loud wails, have finally been able to secure net books. Net books have solved the problem of living profit from library sales. This state of affairs, running smoothly for a possible six months and getting better was too good to be true. The librarians are now objecting most strenuously to the discount allowed on net books, and it is hard to blame them altogether, as they naturally compare the discount on net books and that allowed on new and old books list under the old régime of cut-throat competition. The logical solution will be a heart-to-heart talk on the subject between the publisher, bookseller and librarian, where the discounts can be arranged to the satisfaction of all.

About the most uncertain element in a business of any kind is the sales-force. You know pretty nearly what your money and merchandise will do. Each of these is a given quantity and with each a given result can be accomplished. The important thing then is to get the proper salesmen. Saving here is poor economy. The man who produces good results is entitled to his remuneration, and the best business producers are those easy in mind, who realize you are doing your best by them and who know their services are properly appreciated. Inject into yourself a liberal dose of optimism, altruism, enthusiasm and push. This will infect your customers and clerks. The latter with right guidance will prove an attentive, courteous and reliable sales-force. Every employer should have the respect and confidence of his employees.

The most human thing in the world is an appreciation of beauty. Many booksellers, however, fail to remember this in conducting their places of business. Windows form a very large percentage of rent charges, and should be made to furnish a proportionate amount of business. Effective window dis-

plays, frequently changed, with attractive signs, will produce more business than any other one factor. Of course when the passer-by stops to look at your window he feels it is a fair representation of the interior of the store, and in order to further impress him with the importance of this establishment it is necessary to have a neat and attractive arrangement of goods inside the store. If the stock is well arranged, clean, and properly kept up, with the assistance of attentive clerks, business not only should keep up, but increase. Many merchants having all these fail in one very important matter, namely, personal contact. Your work should be so arranged that you can devote practically the entire day, with the exception of the early forenoon, to being on the floor. Most customers like to feel that the proprietor or manager has a personal interest in them aside from the purely mercenary one of selling goods. This point is one of the few advantages the smaller store with exclusive lines has over the department store, where the customer has practically no opportunity of knowing the man overhead.

Another little point many fail to ask themselves is what kind of a store the women like best to patronize. Naturally, where they receive the most accommodation and courtesy. You may be sure this is far-reaching, as the women are born shoppers and their influence unlimited, and if they are pleased they will not fail to tell their friends, who in turn will make more customers for you.

In keeping stock down the first thing is a complete analysis of your buying, selling and expense. Profits of any store are just about in the direct ratio to the quality of system used in handling the business. You should have daily comparative sales reports from all departments, a running inventory, whereby you can know about how your stock stands at the end of each month, and a semi-annual stocktaking. One in business without these figures trying to accomplish things is like a ship without a rudder. As an instance of the importance of the running inventory, supposing your yearly sales were \$200,000 and you wanted to know how much your purchases should be, so that at the end of the period you were on the right side of the ledger. You know that practically 40 per cent. of your business is done in the spring and 60 per cent. in the fall. If your business is in a healthy condition you are turning the stock at least four times a year. To arrive at your net purchasing power the first six months, figuring your stock at \$50,000 and your gross profit at 30 per cent., which is a fair amount if you are handling stationery, etc., your gross profits on the year's business would be \$60,000; deducting your gross profits from the yearly sales you would have \$140,000, goods sold at net cost; subtracting your inventory you have \$90,000, the amount you are entitled to purchase for the year on a basis of a \$200,000 business. Forty per cent. is \$36,000, or \$6000 a month for the first six months. The fall purchases on a basis of 60 per cent. would be \$54,000, or \$9000 a month average. If your purchases are exceeding



these amounts to any great extent and your sales not increasing at the same ratio, cut your buying until it is at the right level. Using this system you have your finger on the pulse of your business at all times, just as every big successful institution is conducted to-day. There is absolutely no guess work when it comes to figures, and it is a knowledge very necessary to all. If the booksellers throughout the country who are bitterly complaining of conditions spend one-third of that time improving their accounting department, and getting it so they could have statistics from day to day, their business would be much larger and more profitable and there would be less pessimism over the outlook in the booktrade.

Another thing I would like to say, do not buy discounts. On the other hand, use a little imagination in purchasing, and if a proposition is put to you that looks good and you see the possibilities go in, and go in with all your heart and soul. The chances are ten to one you will pull it off successfully. The travelling men calling on you as a rule are decent fellows, and with ordinary common courtesy will give you more useful pointers than you can get in any other way. They are brushing up against new ideas continually. This is your opportunity of getting valuable pointers that are worth real money.

It would be absolutely impossible for any one man or set of men to make rules which if strictly adhered to would prove effective in building up a successful business. Every man must diagnose his own case, and apply such remedies as he thinks necessary to the welfare of his business.

#### DISCUSSION OF MR. KIDD'S PAPER.

*The President.*—Are there any remarks or questions arising from Mr. Kidd's talk?

*Mr. Chapman.*—Mr. President, I may be taking a liberty, but I beg to call the attention of the president to the fact that a number of speakers seem to regard their papers or the speeches as something of a confidential nature for the particular benefit of a few people in the middle of the room. I do not think that fair, and I beg that you will call the attention of those who occupy the stand in the future to that fact. I am sure I speak for those at the other end of the room as well as in this end, to the effect that it is difficult for us to hear on account of the peculiar acoustic character of the room, and what not, unless they speak a little louder. [Applause.]

*Mr. Herr* (Lancaster, Pa.).—I have been very much interested in the last paper. The point there is that every bookseller ought to try to analyze the business, learn to analyze and get down to the financial facts in the system. One of the papers this morning said that many of the booksellers originally had not been good financiers. This is true; they have been so much imbued with the spirit of their profession—it was formerly a profession—that they forgot to financier. In our modern days the publishers won't let you. Some years ago there was a literary lady called to the witness stand in our town, and

after being questioned by the attorneys some question arose, and the judge spoke to her about the importance of sticking to the truth and she said, "Why, the lawyers won't let me do it." That is like this case. They are so ready to tell you how to run your business, how much to buy, and that you are to buy their goods, they forget the other fellow's. There is a good chance for co-operation between the publishers themselves. It is very important that the business man know how to finance his own business. If he does not, that is his fault. It is my opinion he must have a personality in his own business. He must learn to do his own thinking, his own planning and his own designing. Get all the information you can. After all that try to decide for yourself. If you do not have a personality in business, your business will not count. In all successful department concerns there is a personality, that is why they have been successful; the very name is often electric. In the matter of buying stock, dealers were often taken by the idea of buying four or five times the quantity and making 5 per cent. more. According to the last paper read you are to turn your stock four times a year; if you get a 5 per cent. by buying double quantities, and have half that quantity on hand for the next six months, you are losing 5 per cent.

#### CHECKING PROFITS OR LOSSES ON INDIVIDUAL BOOKS.

*Mr. Clarke* (of Boston).—I wonder how many in the room pursue a plan which I adopted when I went into business in '74. I believe it has been my custom of analyzing my business; of watching the figures, putting down the cost of every article sold that has kept me up. It covers two points. It gives you a key to whether the price charged is the correct price. If you call off to the entry clerk a series of ten totals of varying prices from one to ten dollars, that is called back for verification and the cost of the article (which is always in my establishment marked in the article itself), and if the cost marked comes back more than the selling price, the entry clerk immediately questions whether they have the right price or not. Where the real gain comes in is in showing absolutely that in, for instance, a sale of thirty items of such and such a library amounting to \$40, the cost is shown, and that the cost was \$4 less than the selling price. By keeping our library sales in a separate book, as we do, we are able to say at the end of each sale whether the apparent profit is what it should be for each day's and each month's sales. Then, for every book that is returned credit is made and the original cost put down again. When this is done you would be surprised to find how little there is left in real profit at the end of even the December month.

The cash sales we have to take a little lee-way on. I separate the magazine sales, and the head of the magazine department gives me what those magazines cost. The lending library business is also deducted;



then we take the average profit on sales charged to retail customers as the average profit on the cash sales for each day.

If you do \$100,000 worth of business, and could do it for 25 per cent., it will cost you \$25,000. If you have \$10,000 worth of goods returned you have got to add that profit that you did not make to the 25 per cent. of all expense, and then we see that your costs on business actually done, eliminating returns, bring up your expense to a good deal more than the 28 per cent. I have found by actual experience in looking over the accounts of some of the fellows who have gone to the wall that that was their first snag, that they thought they were making a profit on every dollar's worth of business.

#### BOOKKEEPING IN BOOKSELLING.

There is one other thing that is *à propos* to this: I believe that many houses who have not done business systematically have been ruined by their bookkeepers. For instance, a man going into business with his own capital, and not charging to himself a definite salary per week, the old-fashioned and new-fashioned incompetent bookkeepers have charged that man's personal drawings to "personal account," so that the resources of a concern in "accounts receivable" include what the man has drawn to live on. He may have thought all during the year that he was just going ahead, only to find that his bookkeeper has another entry which should have been an *expense* account, an entry charged to his own account making him owe his own concern; and what he owes and what the customer owes together are not equal to the real expenses of the business. I know that for a fact! [Applause.]

Mr. Malkan.—I resent the imputation that booksellers are poor financiers. We have the authority of several gentlemen—Mr. Woodward, Mr. Cary and others—that it costs to do business between 25 and 30 per cent. Admitting that to be a fact, and that the profit has been from 20 to 25 per cent., I have been wondering how the dealers have been able to exist at all. I think they are great financiers if they are able year after year to keep on and lose 5 per cent. [Laughter.] It has been said that every time a publisher issues a new book it is a gamble. I cannot see it from the publishers' side, but I can swear it is a gamble for the dealer. [Laughter.]

#### "THE PROBLEM OF BOOK ADVERTISING."

By J. GEORGE FREDERICK, of "Printers' Ink," New York.

Mr. Frederick.—I want to make three perfectly irrelevant remarks before I begin: One is that I have no prejudice against any part of this room; another that I know nothing at all about advertising books; and last that my talk this afternoon is going to be what my wife usually calls a strawberry shortcake; in other words, I have a little prepared here and I am going to intersperse it with a few remarks on the side.

#### NEW BOOK BUSINESS HAS BEEN A LOSS.

Mr. Clarke.—I think Mr. Malkan will remember that several years ago I stated here at this convention that it was my honest opinion that not a dollar had been made from the retailing of new books in this country in the last ten years, barring those few localities where they got the full retail price of \$1.50. That they had not paid a dollar to a publisher in the last ten years but what had been drawn from the accessories to their new book business, old books, periodicals, stationery, engraving, libraries, etc.; that new business had been paid for by money wrung from the profit made in other transactions. I went further, and stated that fiction had meant a loss of from 10 to 25 per cent. to every retailer and bookseller in this country, and on top of that he had also the expense of selling the remainder at 25 and 50 cents apiece, because it cost him 25 per cent. to sell those. Now, right after that the head of one of the largest houses in this country came in to see me on that subject; and, while that statement about the fiction was difficult to prove by figures, I proved to him the greater loss by carrying the stuff one, two, three or four years, instead of cutting it at the end of a year, and getting that money turned over, that I was absolutely right. Then I published a year ago last September a series of figures in THE PUBLISHERS' WEEKLY showing the actual purchases for the month of September in the previous year, the number of volumes, what they would have brought had they been sold at \$1.12 if we had sold every copy, then taking the copies sold to libraries at a greater discount and greater loss and the number of copies left over, and the cost—at a rough guess 25 per cent.—to sell these volumes, and the entire transaction had paid a direct loss.

Mr. Jackson.—It has been my experience that if you buy five copies of a book and keep them on your shelf for a year, it costs you 75 cents.

Mr. Clarke (interposing).—There should be added the actual cost you pay the publishers and the actual cost of the freight.

Mr. Jackson.—You keep those five books for a year which cost you 75 cents a volume to get rid of; you sell them for 50 cents. What do you charge that up against?

The President.—Gentlemen, Mr. Frederick has now come in, and we will listen to his paper entitled "Advertising Books." Mr. Frederick, of *Printers' Ink*.

They took Brigham Young to see Bulwer-Lytton's play, "The Lady of Lyons," one day, and after it was all over they asked him what he thought of it. "Pooh!" he replied, "what a lot of fuss to make over just one woman!"

It has always seemed to me, my friends, that publishers and booksellers make too much fuss over the single book, and not enough over their general line of books.



I have observed in knocking about the country, in and out of the homes of the great average middle class, that while a great amount of reading matter of one sort or another is consumed, yet the number of books of the kind you would most like to sell is shamefully small. I doubt whether the average middle class family buys even as much as one new novel a year. In fact I am well informed that the size of the editions of best sellers is steadily decreasing. It used to be possible to sell two and three hundred thousand editions of a new and exceptional novel and nobody thought much of it. To-day, according to my information, everybody is elated if a book reaches the one hundred thousand mark.

When you consider that there are nearly a million and a half of people with incomes of \$3000 a year and over, it certainly does seem as though the surface of bookselling has only been scratched. I know of course that libraries and other factors enter into the situation, but nevertheless as an advertising man trained to study the possibilities for more sales, I can say that there is excellent reward awaiting both the publisher and the retailer for general creative work in stimulating book buying.

Advertisers in other lines are all the time increasing the per capita consumption of their product. Frank Van Camp, who sells evaporated milk, found other manufacturers and also dealers quite sure that people in this country were good for just a certain set amount of evaporated milk per family per year, and they thought that settled it. But Van Camp had no respect for the laws of the Medes and Persians, and he set about to bring those facts and ideas before the public which would upset their habits and make them buy more. By his powerful advertising campaign he not only increased his sales of the milk, but those of all other milk canners. It was *new* business he created; and I tell you the live wires of either the retailing or the manufacturing business are interested in the new business rather than in the competitive business they can get.

It seems to you who deal in literature that comparing literary products with evaporated apples is a joke. But the great underlying general principles of public education through advertising apply as much to books as they do to milk. In other words, psychology and the study of its relation to trade tells us that whatever the profit may be it can be developed, and that by the right sort of publicity, whether it be a book or whether it be soap. I know that soap has been held as the opposite pole of bookselling for many years, but I want to say that the sale of soap as well as books can be increased in consumption per capita by the right method.

All over this country to-day you will find broad gauge business men not only deploring the amount of "cut-price" business going on to-day, but making money through doing business on other standards. Bright retailers are seeing that cut-price trade is transient trade, and that it costs too much per customer, when you have to cut prices to get people into your store all the time.

The whole trouble with price-cutting, not only in the book line, but in every other manufacturing and selling line throughout the country, has been a poor selling policy on the part of the retailer. I have been rather close to the manufacturers' side of advertising and sales problems, and it seems to me a sad thing that so large a percentage of the retailers, not only in one line, but in all lines, have not realized, as many manufacturers have, the peculiar and especial part of creative educational advertising. I know that many of you have but imperfectly understood the evolution through which advertising has gone in the general business world. As few as fifteen or twenty years ago advertising was something to be slightly sneered at; it was used by patent medicines; it was filled with exaggeration; it had no definite purpose. It was like an amount of gas let out into the air with a great noise, but with no especial purpose or objective point. In the last fifteen years, however, advertising power from the retailers' and advertising standpoint has been applied, just as electricity or some other force has been applied, with scientific exactness. You will be astonished, if you look into the subject, at the progress that has been made in studying carefully and accurately the practical value of advertising. I realize that this is a more or less general talk, and I want to say something about the advertising policy of any merchant or manufacturer. Practically it is the fundamental policy of his whole business. Tell it to me and I will give you the measure of his success.

What is a good advertising policy in advertising books? First of all, its the feeling, the habit of mind you can get into the minds of your public. Much of this is dependent on the store itself—on the service you give and the alertness of your stock and manner of doing business. Although many do not realize it, advertising begins where the customer first gets his eye on you.

One of the things that has seemed to hold back retailers as well as manufacturers has been that they have not comprehended where advertising began and where it stopped. I should be a very narrow advertising man if I should say that advertising was confined to window display and newspaper space. It is greater than you or I can comprehend. It is talked by your clerks. Everything goes to make it up. In fact, you cannot separate the advertising factor from your business, no matter how hard you may try. Even your wrapping paper and delivery system is for or against you in its advertising value. Your windows are most important indeed, but the strong right arm of your advertising is your newspaper copy.

I have spoken of the retailers' manner of doing business, but perhaps what you are most anxious to hear from me is what can be done with newspaper copy. The way some dealers waste it is pitiful. Some time ago I saw a two-inch Christmas "ad." for a bookseller running in a newspaper dated February! I don't think it sold any books before Christmas!

Gentlemen, you would be astonished to see



in many a central city a two-inch ad. of foolish and perfectly impractical advertising inserted by a retailer. The amount of money wasted in such advertising is enormous. But let me point out something about waste in advertising. Let me tell you that more money is wasted in advertising by what you don't do than by what you do. The people who waste the most money in advertising are those who don't do any at all.

I am not infallible in my advertising judgment, but the biggest mistake in book advertising as I see it is the use of shop talk and the mere dealer's viewpoint in advertising to readers. The more intelligent people are not influenced simply by the cry that a book is a "best seller"—especially since that term has been so often abused. Readers are aware that a book which others like, *they* often don't like at all. It is true that many people follow fashions in books, but I believe that is because nothing more intelligent to follow has been placed before them by book advertisers. I have it from John Lane, the well-known publisher, that the "life" of the average book published is only three months. This sounds suspiciously like the same sort of statement made by makers of women's clothes; and the gray hairs which publishers and booksellers get trying to hit off public taste and fashion in books are also suspiciously like the gray hairs which makers of fashion garments get trying to do the very same sort of thing.

A more staple method of doing business than selling on fashion is necessary for selling books. I don't believe that the dealer should be a follower in advertising books; he should be a leader. Perhaps he, more than anybody in the town, knows what are really good books. By his close touch with the publishers and all the other people who ought to know what the good books are, he ought to be a leader in getting to the attention of the right kind of people in his town the right kind of books. What might be the best seller in Chicago might be a poor one in some other city. Temperaments are vastly different in this country, and if there is any one thing that is appreciated in this country it is temperament. You cannot sell one pattern all over this country; if you do you are bound to lose sales, because in each part there are certain classes of people with certain special interests in books.

In writing copy for newspaper ads. I find that the greatest difficulty is that there seems to be a sort of stereotyped talk. The truth is that not having made the many judgments necessary in getting at exactly the meaning of words and shaping down the copy, so to speak, to fit the reader's viewpoint, we almost invariably get poor copy. It takes a good advertising man to be able to turn out good copy. Of course there are any number of mighty live and interesting retailers in the bookselling field, as in any other field, who have the knack of expressing themselves. Yet there is danger in that. There is danger of running riot in your individuality, although that is your strongest asset, and if you can convey that through your newspaper copy you have achieved the very maximum of good

advertising. It is a mighty delicate matter. The best way is to get a good advertising man, who knows the locality, to do it for you. But he can't aid unless he is as much a part of your shop as yourself. The advertising man is by nature adapted to adjust himself to the atmosphere of the business he is trying to develop. If he cannot he is not a good advertising man. Many have originality, but they are afraid to leave the beaten track. A certain manner is an asset just as much as a name is an asset, and unless one is able to develop the cumulative value of that asset one is liable to lose money.

Now, if instead of nervously trying to make readers into hellwether sheep who follow each other blindly, by telling how amazingly a book is selling and quoting worthless reviews, if you would instead try to impart something of the charm and worth of the book itself—its mystery, romance, humor or information—I believe you would sell books more easily. Indeed, I know so for I have seen it done. Don't have clerks and bunglers write your copy; you can't create book readers with loose talk and generalities—you must have that sincere something go out from between the lines that persuades because the writer is an interested book reader himself.

Make use of the publishers' advertising helps, but make use of them in *an individual way*. Have all your "ads." bear a continuous stamp of individuality that can be identified. I believe publishers will pay more attention in the future to giving individual assistance to dealers who want or need it. I know the difficulties of getting good advertising in a small city, but it is vital to get it somehow, even if you must go outside for it. Newspaper space is a loss unless filled with 100 per cent. effective matter. And think how much better opportunity a bookseller has for interesting copy than the hardware man who sells tin and iron!

Don't be afraid of new schemes. Essay contests for high schools, establishing mail order departments, "book carnivals," motion window displays, special schemes for interesting boys and girls, such as a story telling afternoon in a corner of the shop, and many more such things, are all advertising, and very live advertising too. Go after special classes of people—ministers, lawyers, business men (there is a wonderful field for business books), and take the fullest advantage of special dates and seasons in plenty of time. It seems unnecessary to mention these matters of course, but there are many who are remiss, and many more who do them in a dull, cut-and-dried way.

After a lot of mixing up among advertising live wires, it seems to me the true secret of good advertising is to develop in the man the sense of freshness and search for new ideas. So many dealers slump down in their ways of doing business—they are trying to have everything done in the same way year in and year out. The advertising mind is one that is thinking of the buyer oftener than it is thinking of itself. It is *out of the buyer* that you make money, and the moods and conditions of that buyer are most profitable to study. The more nearly you dovetail your



business to the things you find, by leadership and experiment, that your possible buyers will respond to, the more money you will make. And every step of that road is an advertising step.

I want to conclude by reading something which Mr. Gordon Selfridge, the man who made the American department store famous in London, says about bookselling:

"I believe that the gross profit in books comes in the volume as it does in everything else. If we take a few pieces of silk or a few pieces of lace, or what you please, and give it a reasonable amount of publicity we will perhaps cover our first gross cost, but after we have covered our gross cost then the gross profit accumulates at a very rapid pace, as you all know. Therefore, that book which has sold a thousand copies, or five thousand, and has covered its initial cost, represents to the author, or the publisher, or the merchant, a greatly increased percentage as the numbers increase beyond that point. I therefore believe that the thorough advertising of books, like the advertising of anything else, will increase the public demand for them, be the reading class of England what the last speaker has called it—indifferent or otherwise.

I believe, generally, that advertising will do almost anything with the public that can read the advertisement. It has been proven time and again. Soap has been referred to two or three times this evening, and, if I may say so, England, with her tremendously aggressive soap manufacturers and soap advertisers, has caused the quantity *per capita* used in this Empire to be greater by double, or treble, or quadruple of that used by any other nation in the world. I think that is largely attributable to the fact that soap has been given such everlasting and such excellent publicity. I never hesitate to quote to my American friends that very matter of soap as one indication of what can be done by advertising and by printers' ink. Gentlemen, you can force into a community almost anything that is good, many times things that are not good, but given something that is good and judicious and well followed up, and by progressive and aggressive advertising you will increase the use of that article in that community, no matter where that community is—England just the same as America, Germany, or France.

I do not know that it is quite the correct thing to do, but let me refer to one little item of books, if I may be personal, in our own business. We introduced a book the other day, about six weeks ago, gave it a reasonable amount of publicity, and during the six weeks we have sold 10,000 copies of that book. It is simply the publicity, *plus* the fact that the value was there. And, as good things are appearing constantly, it seems to me they are entitled to all the publicity which intelligence and printers' ink can give them in this or in any other community. The publishers should hardly be called upon to spend all this money for advertising. On the other side of the ocean the retailers do a good deal of advertising books, and through the retail advertisers very many books are sold. The retailer regards a book as he regards any other commodity, the more he sells the more he makes, and after he has covered the initial cost the profit increases very rapidly, and, therefore, he pushes them just as he does any other commodity.

It seems to me a meeting of the retailers of books before the Sphinx Club would be interesting. We do not look to the producer of silks to praise his products before his community so much as the man who buys silks and offers them over the counter. So it seems to me the retailer should be expected to exploit those books which he has accepted and which he believes his clientele will accept, and he should be expected to give that extreme publicity to his products in the book department just as he does in any other portion of the house. In the somewhat brief experience we have had, and with no great amount of publicity to our book department, I will say that it absolutely pays. As a merchandiser and as a thorough believer in advertising I believe that the possibility in the book-trade in England is as great as in any other commodity with which we are dealing. I want, therefore, to say that to the retailer belongs a certain amount of the expense of the advertising and a large share of the responsibility in creating trade."

#### DISCUSSION OF MR. FREDERICK'S PAPER.

*The President.*—While the chair has absolutely no intent or desire to curb any full and free discussion of these papers, I think it only proper to suggest that any remarks should be pertinent. We will thus conserve our time. As we have an important business session in the morning, when the committees will have their reports to make, I would urge upon those who have questions to ask to confine themselves to things entirely pertinent.

*Mr. Hackett.*—Mr. President and members: In justice to the booksellers, about whom I have said some harsh things this morning, and in reference to the last speaker's remarks, I want to state the fact that the booksellers have not neglected those important adjuncts to the increase of sales. They do hold pleasant reading afternoons, storytelling, and so forth—whenever the travelling salesmen arrive. [Laughter.]

*Mr. Malkin.*—As to the suggestion about afternoon parties and a dancing hall and all sorts of schemes—a fine scheme to sell books was once tried by one of the ablest men in America; he managed to get away with about \$10,000,000 of subscriber's money. You would be surprised at the effect that such schemes have on a legitimate book business. I think they are harmful; the book business should have attention called to it only in a legitimate way. I do not favor schemes for the book business; they might do in an amusement line; they might have done with P. T. Barnum, but they do not conform to the spirit or dignity of the book business.

#### USE OF NEWSPAPER SPACE BY BOOKSTORES.

*Mr. Percy* (of Grosset & Dunlap).—I am an outsider, but am much interested in the subject of advertisements. I should like to have Mr. Frederick tell the booksellers how he would use two columns twice a week in the newspapers. Would he take individual titles and tell all about the books, or how he would handle that amount of space.

*Mr. Frederick.*—It is always dangerous to say offhand what you would do in a certain given condition. However, I would state that, as far as the circumstances of the case are concerned, I should arrange carefully a list of the kind of books I should most like to sell, or that there would be most profit in, or that the local public desire, and try to get the tone, the inspiration, the quality and the attractiveness of those books and the things in them, not merely general statements about them. Too much time is taken up and money wasted on advertisements wherein are made general statements; to say that this is one of the "finest books published this year" has absolutely no value whatever. The thing to do is to give the reader something out of that book that will make him want it. You have got to reach him through the other route, the psychological route, to make him want it. Instead of telling him he wants it, make him want it by telling him some of its good points. If you can put up to him in that column the things of that book which you are sure from your knowledge of books



are going to draw him to it, and have a certain typographical style in that two columns—I think two columns is a poor shape; it ought to be a double column 12 inches or a single column half page, or something of that sort, that has some balance to it, in which you can achieve some typographical originality. There is a dentist here in New York who advertises in a straight and narrow column—I do not know whether he is getting his value or not, for space is expensive in New York. At any rate, if I had two columns, I should attempt to make that bookseller and his originality and his judgment of books stand out so that the reader would not only like to buy that book, but he would like to buy of that bookseller. I do not believe you retailers work up your judgment and originality enough in your advertising.

*Mr. Douglas.*—The gentleman suggests that the bookseller use two columns of 12 inches, that is 24 inches. The price we have to pay is 25 cents a line, and that would figure \$84. Mr. Clarke says we lose 2 per cent. in doing business. How many advertisements would we have to put in to come out even to make up that \$84?

#### CO-OPERATING WITH THE PUBLISHERS IN ADVERTISING.

*Mr. Foote (of Syracuse).*—This very able paper, gentlemen, on advertising convinces me more than ever that this American Booksellers' Association might well have a Standing Committee on Advertising. There are so many points about which we would like information and help that if we could at the business session to-morrow appoint a Standing Committee on Advertising which would act with the publishers and give us information through the year on things that we want to know, it would be a great help. I was talking with Mr. Hoynes, of Harper Brothers, a few weeks ago about whether advertising books in general magazines sold many copies of the books, and I told him I did not think that the mass of people bought from magazine advertisements. I added: "When I get home I will put up a little slip of paper for a bulletin, and we will ask the customers as they come into the store whether they are buying that book from general publishers' advertisements or on their friends' recommendation, or at the suggestion of the clerks or myself." I put up the paper with those three headings, and the clerks have asked, and I myself, for the last month quite a little. We have not asked every one, because we have not thought of it each time, but we have asked a good many people. I noticed that in the column headed "suggestions from the store" there are fifty or seventy-five marks. In the column headed "bought from advertisements" perhaps half a dozen, and "suggested by friends" twenty or thirty of them. Now if that is true everywhere, the publishers are wasting a lot of money. We should all like to know successful ways of advertising. It is expensive, yet we want to get the business if we can find the most successful way of doing it. I wish we could have a committee on that subject.

#### "CHURCH SALE DAYS" FOR BOOKSTORES.

I am willing to tell you a scheme I put on last week if it will be any suggestion. I exploited a "church sale day." I had six churches last week, six different leading churches down town, each one day. I gave them 10 per cent. of the sales, they in return advertising the sale for the preceding four weeks. They furnished ten or a dozen ladies to come into the store and wait on the customers. I had one of the music stores put in a pianola for such advertising as it would be worth to them, and the sale passed off very successfully, with very good feeling on all sides. I judged that the churches were satisfied, for they had pretty good-sized checks, and they wanted to do it again next year. It was a novelty and had never been tried, and might not be adapted for all places, but did work well there.

#### TO WHOM DOES THE BOOKSTORE'S ADVERTISING APPEAL?

I should like to say one word more about advertising. The problem is, to whom are we going to appeal in advertising? The people who sit down for companionship with the great authors of the ages, with Homer and Plato, and Milton and Goethe, and Dante and Longfellow, are not very many in proportion to the total population. The people who are interested in their trade and who are buying books about that trade are far more numerous, because this age tends to commercialism and to the mechanical trades and arts. The humanitarian arts and the literary culture of the middle ages which produced the college men of a generation ago when the classics were a part of the curriculum. That sort of thing is passing from our colleges. To-day the men who study Latin and Greek are very few and far between. We sell few Latin and Greek books; the trade and mechanical arts are getting the business; that is one reason why there are not as many book readers. In New York State to-day 90 per cent. of the children leave school after the seventh grade, according to the statistics furnished by the Department at Albany, because 15 years is the age limit at which they have to stay in school. If the boys are going to leave school at 15, they have no time to cultivate the habit of reading. I am very much in earnest: we have got to devise some scheme in the booktrade for interesting boys and girls of 15, that there shall be started and inculcated in their minds a love of reading, so that we can make book buyers of the coming generation. If there is to be but 10 per cent. of the population of New York State that we can depend upon to be book buyers, it is time we made an effort to get them, is it not? That should be part of any advertising scheme. Our neighbor in the last paper stated that there was a decreasing sale of books. The sale of books is increasing, because the population is increasing—but relatively it is decreasing.

#### A CO-OPERATIVE CATALOGUE OF CHILDREN'S BOOKS.

I wrote the publishers lately—quite a number of them—in relation to a plan of com-



piling a selected list of children's books, graded by years of from 6 to 16, and most of the publishers were favorable to it if it could be put through. If we could have a list of children's books, of from 6 to 16 years, sent out, *with our imprints on it*, I think the school teachers in our respective towns would be glad to co-operate with us in distributing them. We could follow up the lists with letters three or four times a year, urging upon parents the necessity of having children buy books out of their own pin money, or of buying for them if necessary. We would thus make customers for our store. There are lists made up, I know, under library auspices, but if we could have a list—if not an absolutely complete list, at least a selected list—of books of all grades from such publishers, and graded by years, the cover to bear our imprint. I should like to go ahead and work this up with the publishers. If you are for it I shall be glad if you will drop me a line. [Applause.]

*Mr. Arnold* (Syndicate Trading Co.)—I should just like to say that I left school before the age of 15, and have been cultivating the reading habit ever since. The best advertisement for the publishers, it seems to me, is a live bookstore, and they have been getting fewer and fewer, as you know. The only way to have a live bookstore is to have the arrangement such that the live bookseller can make a sufficient profit to make it worth while. Then men will go into the business instead of dropping out of it. Every little while I hear one of the travelling men declare, "Another bookstore has gone."

#### "PROTECTION" ON NEW BOOK PURCHASES.

The bookseller is buying a pig in a poke all the time. A travelling man comes around with a new book; you know nothing about it and he knows very little either, so you buy a pig in a poke, sometimes five copies of him, sometimes more, and sometimes, if he is a good enough salesman, you buy one hundred or a thousand copies. Where you are really simply the agent of the publisher—for he fixes the price you pay and tells you what to sell it at—it is only fair that he should share the gamble. He knows more about the book after all, except the literary man back of the publisher, than the salesman or the bookseller, and it is only fair that the bookseller should have some protection. [Applause.]

That protection need not be a very great amount. In Germany I understand they get full protection and send back every book they don't want. That would not agree with our methods. It is impossible to go into all the details of the scheme. The matter can be carried out. I believe if the publisher would give us protection of 2 or 3 or 5 per cent. on our purchases during the year, that that would take care of our necessarily dead stock. Some sellers would have more than 5 per cent, but that would probably be because they were not good buyers; but no matter how good a buyer you are, you are sure to have some dead stock at the end of the year in the book business, because you are buying pigs in pokes. [Applause.]

#### JUVENILE READING AS A FEEDER TO THE STORE.

*Mr. Shoemaker* (Philadelphia).—I was very much interested in what Mr. Foote had to say about the juvenile feature being a feeder to the store as a means leading to the sale of other books of a more serious character—something I have had in my mind quite a while—and of course it comes very near to us, being publishers of children's books. It has seemed to me, without making a very exact mathematical calculation, that, if the stores that had any kind of juvenile business would trouble themselves to the extent of keeping track of the young people who buy those books, in the course of a few years—five years perhaps—they could increase the output of their business perhaps 25 per cent.

It is a very easy matter to get children to have the reading habit, and it is a very easy matter, after they have become addicted to the reading of good juvenile books, to lead them on to something else. It would be a very slight transformation to go from some of the good children's stories to Dickens or Scott, or even to Thackeray or to some of our own native authors; and it seems to me would be a very economical form of advertising if the names of those children were to be conserved and the intelligent sellers kept after them, and endeavored to feed out to them a better literature. Once they get the habit of buying sets of books, which they would do sooner or later, they would become permanent readers of good authors.

Mr. Frederick, whom I had the pleasure of hearing some time ago in a very interesting talk, said some things at that meeting which he did not say to-day. I was in hopes he would say them, because they might have come with better grace from him than from some of the publishers. Mr. Frederick said that all kinds of retail merchants, particularly all kinds of retail booksellers, while they were very intelligent gentlemen, were not very good storekeepers. I think, if I remember correctly, he said something like this: the greater the degree of intelligence, very often the less commercial sense. He said you were poor buyers of books, poor displayers of books and poor sellers of books, and, to come down to his own specific language, that you were very poor advertisers of books. He lets you down easy though by saying that the publishers are also poor advertisers.

He suggests that we co-operate with you in some form of co-operative advertising; that we prepare some composite form of co-operative advertising in September and October, say, to be inserted by you in your local papers, we paying a part of the expense.

Following up my friend Mr. McKay's statement that he believed that all his net books were sold at 40 per cent. margin of profit, if that per cent. became prevalent on net books, and we as publishers pay a considerable portion of your advertising, I think that the members of this convention could go home in a very optimistic mood.

*The President*.—Our next paper is one by Mr. George H. Doran, of the George H. Doran Company, New York.



## RESULTS OF THE NET PRICE SYSTEM TO DATE.

BY GEORGE H. DORAN, of the George H. Doran Company, New York.

Mr. Doran.—Mr. President, Ladies and Gentlemen: I had no idea two or three years ago that net fiction could have been brought to its present condition, and I think that, first of all, the Association as a whole, and particularly the officers, should be congratulated at the wonderful results that have been attained. More than that, I think they should be thanked by the publishers who are finding an extended market for their publications, by the booksellers for a chance of a reasonable profit, and by the consumers, I believe, that the consumer can now find in his home town a wider range of titles than formerly. Then I think, as we are speaking of this, that the managers of the book shops and the department stores should have a very full measure of those thanks, because if it had not been for their more than hearty support the present net price system could not obtain. Some of the very obvious results are, to my mind at least, the greatly stimulated interest of the bookseller in new books. Speaking briefly about the question of advertising, some of the dealers are submitting to the publishers advertising schemes that, for the first time, permit the publisher to reissue the article published, at a reasonable cost; and, speaking for myself and my company, we are very glad to co-operate with dealers in this class of advertising. The second point is altogether too obvious to mention; that is, the cheerfulness and optimism of the dealers. My third point—and perhaps I disagree a little with Mr. Arnold—but I thought there were more dealers now, fewer going out and some coming into the book business. There is also, to my mind, an increase in the sale of the average book, a wider range of titles being sold very generally; an increasing public must naturally follow these foregoing results. There is another result—though here the dealers may disagree with me—the publisher on the whole is receiving rather less for his product; but this may be more than compensated for by larger sales and greater stability than formerly. Now, these are the business results as I would view them, and excellent as they are, I think we are still very far from the ideal; certainly very far from an ideal that obtained very generally, say twenty-five years ago, when the word “net” was a trade term and not a public term, where for the most part books were sold at their list prices; and Mr. Woodward has gone very much farther back than I dared go and proved that it was the bookseller who began the discounting of books and not the publisher, and that the remedy must rest with the bookseller to make prices more stable. My suggestion may be altogether too radical to advance, but I would say that, as bookselling is the only line of merchandising in which the double standard of prices is even tolerated, (for even in our advertising we advertise a book as net, making the inference that there are other books that will be discounted whether

or no,) I have thought it feasible that we should return to the principle of expecting to receive the publisher's list price for every book sold. Again speaking for ourselves, I shall be quite willing to see this principle applied to our books, and have the full catalogue price expected on a book, whether marked “net” or not, and I for one will welcome the day when the word “net” is forgotten and books sold at the standard price everywhere.

As to the publisher's discount, we cannot all afford to give 40 off. There are questions of royalties, and many others; besides I think you will agree with me that, when the discount was generally extended to 40 per cent., there would be more or less cutting of prices. Indeed the principal danger is that a too liberal discount on the part of publishers will induce a return to discounting, first of all, to the favored professional classes. Then it would be extended and all would receive the wide discounts that pretty nearly wrecked our business some ten or twelve years ago.

Now, from my experience in retailing and from the figures which Mr. Butler showed me a year ago, I am quite convinced that no bookseller can survive and make any profit or reasonable return on the energy and money invested unless he has a discount that will average one-third; but any discount that the dealer receives in excess of this should be considered as a contribution towards a surplus or towards an extension of the business and not at all as an inducement to resort to the cutting of prices. To my mind the essence of the whole thing is, that it is up to the bookseller to maintain prices—it seems to me that the whole question of maintenance of price is entirely up to the dealer regardless of discount. You will all recall that when, not long ago, the city of New York passed a law forbidding the sale of theatre tickets by speculators, a writer in one of the New York dailies remarked very sagely that tickets would not be bought of speculators just as long as the public did not want to buy them. I do not know of any means open to the publishers, either punitive or preventive, that would stand in the way of the booksellers' desire to cut prices. You will find that it is the clerk to-day who searches assiduously to find if a book has been published for twelve months. It needs fidelity to the spirit as well as the letter of the principles of net prices to maintain them as a feature of bookselling. These are two or three of the positive results of the net system.

There are one or two negative results that I will be daring enough to mention. To be logical, if all books are to be sold at their list price, it must mean that there would sooner or later—and sooner rather than later—become surplus stock in the hands of the dealer. Now the shoe dealer, or the dealer in any other kind of a



commodity, takes his product that may be old-fashioned, or a year old, and has a special sale. Under our system, this is pretty much denied to the bookseller. It has occurred to me recently that out of this association there might grow a Board of Trade that might deal with the question of surplus stock, and that this Board of Trade should be composed of delegates from local associations, because back of *this* association must be the local association, and back of the local association must be the loyalty of the individual dealer to the principle. To this Board of Trade it occurred to me that there might be submitted lists of books that a dealer proposed to offer, for a period not to exceed thirty days, and books published more than twelve months previous to the time of the sale. That a committee of your board should approve or disapprove of the time or method of such a sale, because it is really very necessary to help bookselling that the greater part of a publisher's product should reach the consumer not much more than twelve months after publication. We all know that the great percentage of the books published go on the retired list long before twelve months. In this connection I was talking with a retailer yesterday, and he raised two points that I think are of special interest. One is that of a customer who comes in and asks to have ordered—I am speaking now about New York—a book that is listed regular, the maximum discount on a single copy being 40 per cent. The book is quoted to the purchaser at a discount. The cost of securing it is greater than that of securing a general line of stock, so that there is a definite loss on the sale of that book. All these losses must be carried by and charged up to the net system profit. Another case he raised was one of the Stevenson classics of Scribner's listed at \$1.25 net, the discount on which was 30 per cent., the prevailing discount in his case being 10 per

cent. He got \$1.10 or \$1.12 for that book. I contend that it is not necessary to search for reasons why a book should be discounted.

There is one other result that may be open to debate or question. That is that the publisher of copyright books who has lost a certain gift and quantity market, by reason of the net price system, that formerly was his. Non-copyright books are now being bought for this purpose and it occurred to me that perhaps some action of this association might make entirely legitimate what is being done by individual dealers, namely, to make a special price where ten or twelve copies of a book were bought by one party at one time. I do not make these suggestions with any thought of weakening the position of the net price system; in fact, I support it so heartily that there can be no question in my mind as to its feasibility or its entire desirability, but I do think that there ought to be opportunities for the existence of the ingenious bookseller that are now denied to him. To sum up in a word, I think that the maintenance of the net price is not only the bookseller's opportunity but it is also his responsibility.

*The President.*—Gentlemen, just a few moments: There was a committee appointed this morning to draw a resolution to express the sympathy and regret at the death of Colonel Higginson. Mr. Upham will read the report of that committee:

Mr. Upham (reading):

"The American Booksellers' Association, in convention assembled, desire to extend to the family of Col. Thomas Wentworth Higginson this expression of their sympathy in the loss they have sustained in the death of the distinguished author, soldier and citizen.

(Signed) HENRY M. UPHAM,  
WILLIAM B. CLARKE,  
*Committee."*

Moved and duly seconded that this expression be telegraphed to the family. Carried.  
Session adjourned.

#### THURSDAY'S SESSION.

Convention called to order at 10:15 A.M. by President Butler.

*The President.*—Proceeding with our pro-

gramme, we will have a paper prepared by Mr. Theodore E. Schulte, of New York.

#### THE SECOND-HAND BOOK BUSINESS AS AN ADJUNCT OF THE BOOKSTORE

By THEO. E. SCHULTE, of New York.

GENTLEMEN: It seems to me that your committee should have chosen for this paper one who has had more years of experience, and who is better qualified by literary skill to present this theme. It would, for instance, have been a delight to have heard from one of the veterans, in the old book business, such as Governor Stuart, of Leary, Stuart & Company, of Philadelphia, Mr. Joseph McDonough, of Albany, Mr. Geo. D. Smith, the valiant knight of the auction rooms, or one of the old book men whose portraits have adorned the PUBLISHERS' WEEKLY during the past weeks. I confess I am a mere novice as a dealer in old books,

though my interest in them and old book shops dates from my early youth when I was wont to frequent the haunts around Cooper Union near my boyhood home and the shops around Nassau and Ann Streets, as well as the old Leggat Store on Chambers Street. My only reason for consenting at all to "bore" you with this effusion is the wish to be of service to my fellow workers in the trade and if any suggestion of mine can be helpful, in the least, to any of the members of the American Booksellers' Association, I will be amply repaid for this effort.

Before discussing the workings of the



old book business, permit me a word of personal experience. My early association with the booktrade was in a clerical capacity in the branch store of the American Baptist Publication Society, then located at No. 9 Murray Street. That was almost thirty years ago. Wonderful changes have taken place during the period of my connection with the trade. When, some years later, I was given the position of manager I had my first experience in dealing in old books. I was offered the library of the Rev. Thos. Rambaud, D.D., a noted Baptist clergyman, then recently deceased. I looked over the catalogue and, more at a guess than by any real calculation of values, as most of the books were entirely unfamiliar to me, I offered \$180 for the lot. Even now I remember my anxiety when the offer was accepted and the books, some six or eight large cases full, were received. I was fearful that I would not know how to dispose of them, that I would not come out whole on the transaction, that my purchase, so entirely out of the usual order of the purchases of the Society which dealt exclusively in new books and church supplies, would call forth severe criticism at headquarters, etc. The success of the first venture warranted a continuance and was the forerunner of several purchases of libraries made for the Society. Personally, handling old books has always appealed to me, and when upon the discontinuance of the branch store in New York I purchased the Society's interest and continued the business on my own account I determined gradually to alter the character of the store from a new to an old book shop and this program has now been consistently adhered to for about five years. Whether the store will eventually become entirely a second-hand book shop time only can reveal.

The reasons which impelled me to prefer the old to the new book business are, probably, the same which actuate others in making a similar choice, viz., a personal preference or love for old books, *per se*, the proportionately larger profits and the fact that limited capital will go farther. There are, of course compensations and advantages for both the new and the old book business and success in either is the result of definite plans and downright hard work and not due to chance.

I will endeavor, carrying out the expressed wish of your committee, that this paper should be a *straight out business talk* on the practical workings of the old book business briefly touched upon:

1. Buying Old Books.
2. Selling Old Books.
3. Classifying and Arranging of Stock.
4. Profits in the Old Book Business.

As my experience is limited to the last five years which have been extremely busy years in trying to build up a newly established business, I will have to confine myself to the methods in vogue in the store with which I am familiar.

#### I. BUYING OLD BOOKS.

I am often asked, "How do you get hold

of the libraries and collections of books?" "How do you get the opportunity to buy?" I can readily understand that to the new book dealer accustomed to being almost submerged by drummers and salesmen this must seem puzzling. To the second-hand dealer it is simple enough, although there is considerable difference in the buying of various dealers. The calls come in many ways. Every catalogue of second-hand books is a notice to the world that the dealer is in the market to purchase and is a bid for old books. Many books are brought into the store as the result of signs informing the public that books are bought. Possibly, the best results come from judicious advertising in either the daily papers or special class journals. I have specialized to some extent in theological books and have found small half-inch or inch advertisements in the religious papers helpful in bringing me many lists for appraisement. Many dealers have used other class journals similarly with good success.

It is needless for me to say that right buying is the life of the business. No matter how large the stock carried, unless it is constantly replenished by new consignments, so that the regular customers will almost daily find new items, stagnation and business death are sure to result.

A word as to prices paid for old books. Merely from a commercial standpoint a fair compensation pays in the end. The PUBLISHERS' WEEKLY recently, speaking of the relation between the publisher and the author, and quoting from the New York Times, said, "A publisher's asset is his integrity." The same must be said of the second-hand dealer in his relation to those offering books for sale. His asset must be his integrity. Fair dealing with those who trust us for valuations and a fair compensation for books purchased is what every honest dealer stands for and will in the end win more friends and pay better than any dishonest method, looking only for temporary advantage, could possibly do. Of course, the commercial value is often very much below a sentimental or associational value placed on his property by the vendor and there is frequently opportunity for an honest difference of opinion.

It is a moot question whether the dealer should disclose his knowledge of rare or unusual items, which may be in a collection offered him for sale, the value of which are not known to the seller. I think, unquestionably, the dealer is entitled to compensation for his expert knowledge, just as the expert in other professions would demand a higher price than the ordinary practitioner would receive. This is a matter which must be left to sense of honor of the dealer.

The methods of buying are different according to the specialty of the dealer. Some dealers depend largely upon buying from the trade, selecting items in their particular line or for which they have a prospective customer definitely in mind. Others again make their purchases largely in the auction rooms. These are usually dealers who specialize in



rare books. As auction prices are usually top notch prices, such dealers more frequently execute bids for actual or prospective customers than purchase to carry in stock. For instance, I do not imagine many books were purchased at the Hoe sale, except for definite orders. Sometimes, however, real bargains even from a dealer's standpoint can be secured at the auction sales.

These methods of buying have their advantages, but, to my way of looking at it, much of the "fun" of the business is lost. Nothing in business life can compare to the delights of first going over a consignment before one knows what the lot contains. Every new item has a fascination and gives a distinct pleasure. Some times an unexpected "plum" is found such as a rare book or a good first edition. Nearly every dealer lives in hopes of some day turning up a Tamerlaine or a Gutenberg Bible, and whether the hopes are ever realized or not, the game is fascinating and the pleasure to a book lover is more than a mere monetary consideration. Sometimes there is disappointment and items which at first appear valuable turn out on closer inspection to be defective, plates lacking, wrong editions, etc. But whether pleasure or disappointment the dealer is the wiser for the experience, and the novelty and uncertainty of what each day may bring forth add zest and relish to the daily grind and routine and make life to him more bearable.

In purchasing books brought into the store, the dealer must satisfy himself that they honestly belong to the vendor, as unfortunately it happens not infrequently that stolen property is offered. As a further protection, we insist upon a receipt properly signed for and giving the address for all store purchases. This has often been a great help where the books have been stolen as the vendor, at a subsequent sale, may sign a different name or address and thus lead to discovery.

In buying, the commercial value only can concern the dealer. Also other considerations must be taken into account, such as the state of the cash drawer (nearly all second-hand purchases are for cash), the probability of turning the purchase within a reasonable time, the question whether the books are not already in stock, etc., etc. Much of the buying is competitive, the stock being offered to several dealers, and a close computation of values is required.

The largest possible experience, a thorough knowledge of all classes of books, a retentive memory, and a book instinct, which is intuitive and really cannot be learned, but which seldom fails to dig out the valuable items in a collection, combined with a certain amount of commercial instinct are the necessary requirements for the buyer of old books. The dealer who has this experience and these qualifications himself or on the part of his buying clerk is fortunate and has won half of the battle. If the buying is done by a clerk, the dealer must satisfy himself that he is implicitly honest, and possesses a high sense of honor. "No man can serve

two masters." The buying clerk must know no other interest than that of his employer.

## 2. SELLING OLD BOOKS.

The new book dealer depends largely for the selling qualities of a given book upon the amount of money spent by the publisher in advertising it and thus creating a demand for it on the part of the public. The old book dealer has no similar advantage. If the book is ever to be sold it must be as a result of a definite effort to find a customer for it. To do this successfully constitutes him a real *bookseller*. First, he must know books; second, he must know or keep track of the tastes and idiosyncrasies and special wants of his customers. To do this requires a great amount of detail clerical work. I have found it helpful to send with all catalogues a blank for customers to indicate subjects in which they are interested, and special books they may be searching for. These are transferred to a card want list, and I consider this list one of the most valuable assets of the business. Hundreds and thousands of books are thus sold to customers who have at some time expressed a desire for them. Not only do we quote the special book desired but we find it invaluable to quote other books on the same subject or of a similar character, and thus frequently sales of a number of books result where only one has been asked for.

Probably the most successful way of selling old books is by catalogue. We all enjoyed the admirable paper read at one of the sessions last year by my friend Mr. Chas. L. Bowman, on "How to Make a Catalogue," so that it will be unnecessary for me to go into that phase of the subject. I will merely add that in cataloguing a large and diversified stock my experience has been that it is better to classify by subject as customers will often be attracted by seeing a number of books grouped together on their particular line\* of interest or hobby where a single item would be overlooked. I have also found it helpful to select particular classes of customers to whom certain catalogued items would appeal and thus save my ammunition. Catalogues are expensive and should be prepared and sent out with judicious discrimination. Although a catalogue of stock such as Mr. Bowman has, consisting largely of remainders of which a number of copies can be supplied would require all the careful preparation he described, such care is not possible and is really not essential where a large miscellaneous stock is catalogued, the majority of which consists of books that are well known and require only a few lines. This is especially the case when only one copy of a book can be supplied, and naturally the cost of the space devoted to each item in the catalogue must be taken into consideration. After a book has been sold from the catalogue, all further mention is wasted ammunition, unless the dealer keeps track of any further orders that may come in, to be followed up in case another copy of the book wanted should turn up at a later date.

In going over a new purchase the dealer



usually first weeds out all books of little or no value, which we ordinarily designate as "junk." If he is fortunate enough to have outside stands, he utilizes these to turn the junk at a low figure from five cents up, each. If the dealer has no outside stands the custom usually is to turn over this refuse in bulk for a nominal consideration to another dealer who is so equipped. I have been fortunate in having a large wall space along the Lexington Avenue side of the building where my store is located which I have shelved and converted into an outside book shop. A little booth has been erected to carry surplus stock and shelter the clerk in charge in inclement weather. A large amount of stock, as to the number of items and bulk, is thus disposed of, even if the amount of money received does not go into large figures. We offer bargains, and from an advertising standpoint nothing brings as good returns as real bargains. The stands when properly worked can be made to pay handsomely, and the stand business is frequently one of the most interesting features of the establishment.

THE PUBLISHERS' WEEKLY's want list and similar want lists issued monthly by some of the leading houses in the trade, offer valuable outlets for the second-hand as well as the new book dealer. A careful checking almost invariably turns up items which we did not know, or at least did not remember were in stock. My friend Mr. Anderson says: "It is generally the man who does not know he hasn't the book called for that supplies what is wanted. The blame fool does not know that it is in stock, and goes ahead and finds it." A frequent checking of such lists also familiarizes the clerk with the stock.

Of course the most important selling agency is the store itself, and much of the dealer's effort must be devoted to plans for bringing customers actually into the shop, and this leads me to say a few words upon

### 3. THE CLASSIFICATION AND ARRANGEMENT OF STOCK.

A friend of mine used to tell me of one of the old time New York booksellers whose stock was always piled knee deep in heaps on the floor and to whom the Dewey decimal system of classification was an unknown tongue. When a customer would ask for a certain book he would reflect for a moment, squirt his tobacco juice into the corner, and say, "Yes, we have a copy; you will find it in that heap about half way down." The patient customer would start his search and the dealer would continue his laborious pursuit of gossip or staring into vacancy in the sublime hope that the customer, although he would not find the book wanted, might perchance find something else in his vain pursuit which might attract him and thus lead to a sale. In these latter days of rush and hurry we must have our stock classified to a nicety if we expect to do business. Our clerks ought to be able to find in a moment's time practically any book in stock. This may seem difficult, and considering the enormous number of individual books carried, it certainly requires much labor; but when the stock is once thoroughly arranged, the additions can

readily be handled and thus the stock kept properly classified. A good subject classification has the further advantage that the customer looking for a particular book is apt to find others on the same subject of equal interest to him, even if the book inquired for should happen to be out of stock. I have no pet theory on the subject of classification. Any system is better than none. In the first years of my business experience I started to classify according to the Dewey system, which is the A. L. A. subject classification. I found that it was not feasible to carry this out in full in a bookstore, and we have had to modify it considerably. The important point is that there should be some definite classification which the clerks should thoroughly understand and adhere to.

One suggestion to the clerks which we have found extremely helpful is, do not turn your customer away with the statement that you have not the book in stock, even if you know or think you know such to be the case. Let the customer go with you to the shelf where the book inquired for would naturally be, and you will be surprised how often you will find it there, or something that will answer your customer's purpose equally well.

As to the arrangement of shelves, etc., all depends upon the amount of space at one's disposal and the amount of stock carried. In our own store, in order to economize space, we have had to throw out all counters except the centre row and build shelved alcoves such as are in use in the public libraries, and thus we have been able to accommodate about twice as much stock as before. This, of course, has the disadvantage that the alcoves form safe hiding places for book thieves. The ideal second-hand bookstore would to my mind consist of a number of floors, so that there can be a number of departments with ample room for a thoroughly classified stock and manned by an expert in each particular department, with assistants as may be required.

### 4. THE PROFITS IN THE OLD BOOK BUSINESS.

These, although proportionately larger than in the new book business, are not as large as some would have us believe. The reason is that the proportion of expense to sales is considerably larger than in handling new books. Mr. Charles E. Butler and Mr. W. B. Clarke have figured a proportion of about 28 per cent. of expense to sales on new books. I have not consulted other dealers, but my experience of five years would lead me to the conclusion that 40 per cent. would more nearly represent the proportion of expense in handling old books. This is due largely to the proportionately smaller selling price, to increased advertising, cataloguing, experienced clerk hire, and the general increase of help necessary to handle so large a bulk of stock as comes to the second-hand store. It is therefore necessary for the second-hand dealer to about double the cost in order to make a margin of profit. As in the new book business, so also in the second-hand business, a certain proportion of selling is done on a close margin, so that the profit on the paying end must be proportionately larger if the



dealer is to come out at the end of the year with a balance on the right side of the ledger. It is not all profit, or some of my old book confrères who have come to grief and gone out of business would instead be rolling in wealth.

In conclusion permit me to say that the old book business offers delights to the dealer who is genuinely fond of his business, who is in fact a book lover, rarely dreamed of in other commercial pursuits, and which compensate him even when monetary remuneration fails. I have sometimes said as a matter of choice I would prefer the book business if it afforded me a competence rather than another pursuit with abundance. Many delights come in looking over the rich treasures of bygone days and the delightful association with the customers, often real book lovers, and rich in the treasures which moth and rust corrupt not "even if they are not laden down with this world's goods." In closing I desire to thank your committee for the courteous invitation to address you and you for your patient hearing, and I extend to all a cordial invitation, if you can tear yourselves away from the grandeur of your Astor Hotel surrounding, to visit an unpretentious second-hand book shop on the east side at the corner of Twenty-third Street and Lexington Avenue.

*The President.*—Are there any remarks from Mr. Schulte's very interesting paper. If not we will pass on to the regular order of business. This last paper concludes the arranged programme and brings us to unfinished business.

*Mr. Herr.*—Mr. President, there have been handed me by Mr. Fifield this morning two little communications from Mr. H. W. Fisher, of H. W. Fisher & Co., of Philadelphia, with a suggestion that I read them. I have not read them over yet and do not know what the contents are, and do not know whether there will be any bombshell in them.

*The President.*—The idea in having these read is that Mr. Fisher personally was unable to be here. He would have had said exactly what he has written if he had been here, and as what he has written is very pertinent we should all like to hear it. Everybody probably will not agree with everything he says, but everybody will agree with some of the things he says.

#### "INCREASED DISCOUNT—INCREASED PRICE."

The tendency of the hour, judging by announcements in trade papers, rumors, etc., seems to be toward higher prices. This in part may be caused by the demand from some quarters for an increased or a larger discount.

It must be apparent, from the comparative tables, that if the discount to the trade is over one-third, the price must be raised or increased by the publisher in order to offset the lessened income due to the increased discount, otherwise his margin of profit would be decreased.

All of us will admit that it costs more to conduct business to-day—that the materials

entering into the manufacturing end have all increased in price. In the face of this we can hardly ask the publisher to look forward to a loss on the increased cost of production while the bookseller is reaping the profit?

Now, if we are to face an increased net price, say of \$1.35 and over at a discount of two-fifths for ordinary fiction which heretofore has sold for \$1.08 or slightly over, we are sure to sow seeds which will crop up later, and let us hope they will not prove weeds to choke the growing wheat.

In the first place, the public are more apt to notice the increase, as the difference in price is most marked, and if it does not result in less purchasing it will result in more adverse criticism. Then, to be considered above everything else, we are inviting disaster in our own ranks, for the past has always shown the bookseller to be a good-natured sort of a fellow and in some cases foolish, and when he finds he is really making money, he may be conscience struck, as he has been at times in the past, and he might think he is making too much money and will want to give away part of his discount—not with any bad intentions but giving it away just the same—then another does the same, for there seems to be a peculiar principle underlying matters of this kind, call it telepathy or what you will, but it starts underhand and unheralded, and goes forward one by one, until some day it is discovered. It may be corrected, but the harm is done. Others know of it and think others are doing the same, confidence is destroyed, and everything will come down like a pack of cards, or like a spark smoldering undisturbed in its snugness of security will flash up in flame and smoke at once, leaving nothing but ruin.

On the other hand, some of the larger dealers or stores may take it into their heads they are making too much money—it has happened—and they slash and, lo! we are back where we were, or rather worse off.

We must bear in mind that a large discount offers a large playground for the exercise of cutting.

It is true that many books, owing to their length, style of get-up, illustrations, etc., may well be worth \$1.35 or even \$1.50—then let them be \$1.35 or \$1.50, or even over. The cost of production was greater, and naturally the manufacturer should get back his increased cost and investment, and the purchaser can readily see and understand the reason for the price.

To look at it from another point of view, we must consider the increased price as others may see it or feel it. The librarians, for instance, are not a small body, and they will find they are paying more than 20 per cent. over previous prices. They are anxious to make their money go as far as possible, and it is likely they will object and naturally talk over the increase, with the results that the press will get hold of it and make what they can out of it; and the public, not understanding it, is apt to get the wrong side of the question, owing to the confusion existing in many minds as to what constitutes a trust and the monopoly of copyright. Then, again,



where it conflicts with English editions—even of American books—the English edition will be imported free of duty, as privileged, and this in turn reacts against our home product, which they would buy if it was reasonable.

Let us in this be conservative. Do not try to get the gold mine from the goose that lays the golden eggs by killing her. Do not ask for a discount which will open the way for any to cut the price and start the riot.

Let us ask the publisher to consider sanely what would be a judicious and a just price—a price which would allow him and the bookseller each to make a fair margin of profit, and at the same time consider the public—not as one that must be fleeced or be made to pay heavy for what it wants, but as one paying only a just and consequently fair margin of profit for what it wants. It is the bookseller's duty to try to show them what they want.

If any one is dissatisfied with this, then get out after more business; more business means more profit for yourself, publisher and author. Therefore be careful of larger discounts, and if not satisfied with the discount then get more business. Co-operation, intelligent and reasonable, is what we want, for it means the greatest benefit to bookseller, publisher and public.

*Mr. Herr.*—I think Mr. Fisher over-estimates the danger from too high a retail price—that is an economical condition that will readily take care of itself. Books retailed too high won't sell; it will be a warning not to price them too high in the future. I agree in a large measure with what he says as to making the discount too high. I believe that if it can make a profit in doing business of 7 to 8 per cent net, any business ought to be satisfied.

The other communication is entitled:

#### "OLD STOCK AND REPRINTS."

There was a time when a bookseller went over his stock at least twice a year, checking off publishers' catalogues and stocking up on the old books—pretty much everything—2's, 3's, 5's or 10's, and even between these times if it ran out he reordered, for he felt a pride—almost a point of honor—to keep the books which had shown their worth. How is it to-day? Can one do it now? Some still do it to a certain extent, but they don't seem to realize they are losing money. They take the \$1.50 novel and sell it for \$1. These same \$1 retail books cost \$.50, 40 off, plus the transportation, and if you add the average cost of doing business they are doing something more—they are practically philanthropists, only at a disadvantage, for the public fully believe they are paying the bookseller a profit, and he does not get any credit for what he does. The public is commercial at heart, and cannot understand the insanity of paying rent and incurring other expenses to give money away. That is absolutely true.

It would be just as well if not better to close up shop and thus avoid paying rent, and to go through the streets handing out good U. S. coin—but even then it would be a

question how long it would continue, for the reason that no one could comprehend it, and he would be considered a fit subject for an asylum—yet our merchants pay rent to give away money, and do not even consider the chances of unsold stock and the wear and tear on the stock.

A book is not 'out long before it is issued in what is called a "reprint"—a reprint in many cases better looking than the original \$1.50 edition, and selling for 45 cents. (That is the Philadelphia price of the 50-cent books.)

Is this a just competition to have a reprint bound in cloth covers better looking and selling for half what the original cost the bookseller? The original most likely made the sale possible, and every one bought it in full faith they were receiving value.

What about the stock the bookseller still has on his shelves when the reprint comes out? Is it worth one-half he paid for it. Is it any wonder there are not more booksellers when stock or money depreciates this way? Can the bookseller be reasonably expected to go over publishers' catalogues and carry older books on his shelves in the face of competition of this kind?

It may be argued, and correctly, that the lower price being possible to a greater number permits a greater circle of readers and purchasers, building up a foundation for future sales, or again that it helps to make an unknown author known.

Now let us examine this. If it is true that it opens up a larger field for sales why not, bearing this in mind, make it a reprint price at first? It would be far more just to the public and all concerned. One price, and that a fair and just price to all—if it is worth it to-day, it is worth it for ten years.

Now if this is not practical, why not make these so-called reprints in paper covers and then they will still reach the same greater circle of readers, and if these readers constitute the foundation of the popularity of an author, the sale would be just as effective. What difference would it make if they were in paper or cloth covers, if the inducement to buy is to be a greatly reduced price? The inducement still remains, the price is lower and the manufacturer saves the cost of the binding. Or can it be possible that the truth is they wish them to compete with the original edition? Can it be possible they make them better looking with this intention in mind?

If issued in paper wrappers they would not compete with the regular edition, and the bookseller and the public would feel that they have something different and possibly better than the reprint—the price difference may be a debatable one, but still it is the better edition, and thus there would be room for all.

In speaking of reprints, it seems strange that "pluggy" books are not often issued in this form—it is only the books that the public know about in a way and which they actually would like to read—and they would read them as well in paper as in cloth.

What about the claim that it makes an author known? Why don't they issue unknown authors and make the author known?



An incident occurred the other day showing how these reprints stand. A librarian found some fifty books were in bad shape through being in great demand, and found it necessary to replace them. Instead of ordering the regular stock which they ordered when they appeared, they specified they wished the reprints, as being just as good for their purpose.

There is still another thing to be considered, the average person does not like to throw away or give away a cloth book he bought to read. The average person's room is limited. When he has filled up the space with reprints they go very slow—a book to the average person is a book, whether it cost 45 cents or \$1.50.

We are now in the midst of net fiction at \$1.20, \$1.25, \$1.30, \$1.35, \$1.50—now how will it look when this is issued in reprints at 45 cents? Don't you think there will be comment when these \$1.50 net books sell at 45 cents?

#### REPORT OF THE DELEGATE TO THE INTERNATIONAL CONGRESS OF PUBLISHERS.

*The President.*—There is one matter of unfinished business that we are ready to take up. A year ago Mr. Eisele, of the Brentano Company, was authorized to represent this Association at the International Conference of Publishers, held at Amsterdam. Mr. Eisele attended the congress and is here to report some matters that are of interest to the Association.

*Mr. Eisele.*—Ladies and Gentlemen: Through the courtesy of your president I have had the privilege to attend the International Congress of Publishers. There were altogether three delegates from America, Mr. Dodd, of the American Publishers' Association, and Mr. Bowker, of the Copyright League.

Being a retailer, I was delegated to that section of the booktrade, and the main discussion which arose there was the question of the maintaining of the full retail price in all countries, and the eventual possibility of maintaining these prices all over the world. The previous congresses, held in Brussels in 1897, in London 1899, and Leipzig in 1901, all discussed the question. But so far there had been no possibility of getting the rules in such shape that the different associations could enforce them. You no doubt know, or have heard from the reports published in *THE PUBLISHERS' WEEKLY*, that the best organized country for the maintaining of the full retail price is Germany. The *Börsenverein* is enforcing it all over that country, Switzerland and Austria, and the biggest discount which ever can be allowed to any library or anybody is 10 per cent. on the retail price, and with the understanding that the bill is paid within a certain time; they do not extend credit. Next to that is France. France has, through the organization of the French publishers and retailers, also been able to establish very excellent retail rates. I remember the time when novels which cost the retailers 2.65 fr. were sold in Paris for 2.75 fr.—the regular price was 3.50 fr.—2 cents

profit! Now the publishers have brought it up to 3 fr., and I presume very soon it will be up to 3.50 fr., the regular price. In other countries, Italy and Spain, they have also been able to get satisfactory conditions. One interesting thing to mention might be that in Spain those booksellers who do not belong to the booksellers' association do not get a full discount. [Applause.]

After much discussion a resolution was passed that the different organizations in the different countries should get together with their delegates and try and find out ways and means to stop price-cutting.

#### MAINTENANCE OF PRICES ON FOREIGN BOOKS.

Another question which came up and which may interest many of you is one regarding foreign books—books not in the English language—regarding the maintenance of the retail price on them and the abolishment of too large an increase of the original price. It has been found that in Germany and England a French book which is priced at 3.50 fr. is sold at an advance of 20 to 25 per cent. This is entirely unreasonable, and the French publishers very strongly object to this increase of price. So a vote was passed also to see that in no country the prices are increased too much. I had an opportunity to speak with some of the leading spirits of the different associations, and I pointed out to them that, as the matter stands now, a library in the United States can buy German or French books cheaper than any government library of Germany or France does through the possibility of French dealers buying direct and selling here at any discount they choose. In other words, the libraries abroad enjoy greater privileges than their home ones. They want to do away with that too. If the resolutions proposed at this last congress go through and the full retail prices are maintained all over the world, the local dealer will have some interest to do business in foreign books. Nowhere are books paying duty; they come in in almost all countries free of duty, and there is no reason at all for the very unreasonable advance over the popular price.\*

There were some other minor points in the proceedings of the congress which probably were reprinted in full in *THE PUBLISHERS' WEEKLY* at the time. I only want to say here that we were very cordially received by both the Dutch Government and Dutch booktrade. The Dutch booktrade there is so excellently organized that they have actually no cutting of prices there at all. They have a little Booksellers' House in Amsterdam, which is really the Clearing House for all their orders, and one of the most interesting things to see. It was founded by the booksellers themselves, and is run by them.

#### UNDERSELLING—AND THE REMEDY.

*Mr. Malkan.*—The present time is a very disturbing one with regard to net prices. Private individuals and those connected with book clubs are able to get books at whole-

[\* Not true here in the United States of course.—Ed. P. W.]



sale prices from jobbers. I had a case of that happening downtown. I supplied a large steamship company yearly with about \$2000 worth of books at net prices, charging them what they should be charged. Last fall these people claimed that they had opened up a book department, and received the wholesale price. I do not believe that a steamship company, or any library, should be equipped at wholesale prices, but I want to assure you that many libraries are receiving books a great deal cheaper than any bookdealer in the United States can be supplied by jobbers. This is no longer going to be tolerated by large dealers and department stores; I can see that this course will be the means of disrupting the entire net price system. It should be understood that no one should receive wholesale prices but retail dealers.

*Mr. Clarke.*—Again I will say very briefly for the committee that if any complaint of this sort will be sent to us it will be attended to.

*The President.*—I want to supplement the remarks of Mr. Clarke, if Mr. Malkan will submit the names and figures to the committee.

*The President.*—We have a letter here from the International Congress of Publishers of Amsterdam inviting us to their convention. They will have their International Publishers' Congress to meet at Berne on June 14 next,\* and they invite us to take certain steps and pass certain resolutions here. I would suggest that as Mr. Eisele was our representative at the previous convention he likewise be appointed now to be present on June 14 next.

Moved and carried.

*Mr. Foote.*—I would suggest that while in attendance at that congress Mr. Eisele pay some attention to and get the details of the management of the clearing house as it may exist. It may be a good thing for us.

#### AN INVITATION TO CO-OPERATE WITH THE PUBLISHERS' ADVERTISING MANAGERS.

*Mr. Chase.*—In connection with the interesting speech of Mr. Frederick about advertising yesterday, I have an invitation. The advertising managers of a majority of our large publishing houses in New York, Boston and Philadelphia have an informal association which meets once a month, and they would be very glad, as stated in this invitation, to meet a booksellers' Committee on Advertising. It may be interesting to you, gentlemen, to know that about one-half to three-quarters of a million of dollars is expended by the publishers yearly in advertising, exclusive of subscription and text-book advertising, and we should be very glad to meet the committee and go over any plans by which we could increase the efficiency of that advertising for the publishers and booksellers.

*The President.*—You have heard Mr. Chase's suggestion. Should that be properly referred

to the Committee on Relations with Publishers?

It was moved and carried that this matter of co-operation and advertisement be referred to the Committee on Relations with Publishers.

*Mr. Foote.*—I do not think that enough emphasis has been placed on the necessity of referring any acts that come to the attention of any dealer to the attention of Mr. W. B. Clarke, the chairman of our Executive Committee. If every dealer will take that means of prompt action in case of price-cutting it could be stopped nine times out of ten.

*The President.*—I might say that letters reach us frequently referring to long continued cases of price-cutting and saying that nothing has been done by the publishers under their agreements or selling terms. If those cases would be reported when they are fresh I am sure that what could be done would be done. The Association and publishers generally are ready to remedy all causes of complaint.

#### GOOD USE OF IMPRINT ADVERTISING BY BOOK-SELLERS.

*Mr. Grant.*—I should like to speak of the good advertising matter the publishers send out each fall. We ourselves never throw away or lose advertisements sent by the publishers. In every instance we either mail them or enclose them in the magazines, and have for a number of years past. For a great many years I pasted them in the magazines, and it went for several years before it was taken up by the Post Office Department. Since then I have simply enclosed them in magazines. I might also say that I send the Scribner catalogues to the libraries that I do business with, and if there is a special catalogue I select my customers, to whom these special advertisements refer and send them to them. I might mention a little incident last Thursday in connection with that, in regard to the "Principles of Scientific Management" sent out by Harpers. They offered to print a special order for it. I took Bradstreet's report last Thursday and selected 280 corporations. The first lot that I sent out was to the town of Little Falls to all the corporations classified "M" or better. Out of seventeen letters sent there in the Friday night's mail I had three orders, and on Saturday morning six more orders; nine out of seventeen returns on those circulars for "Scientific Management." How many there have been since I came away I do not know. [Applause.]

*The President.*—I wish to read a few communications which reached me this morning.

One is from San Francisco, from Alexander M. Robinson, and is as follows: "Congratulations upon the practical achievements of the Association, upon the fraternal spirit instilled in the booksellers throughout the land, and upon having an organization that is wielding great influence for the betterment of American authors, American publishers and American booksellers."

Another, from John S. Wells, of Danville, Ky., is as follows: "I find that 'now is the

[\* The International Congress of Publishers meets only biennially. The meeting this June is one of the International Commission and of the Executive Committee of the Congress.—Ed. P. W.]



winter of my discontent made sad' by my loss of attendance. Please tell 'the faithful' that I have been a member since I paid the first dues, and every year since have watched the American Booksellers' Association grow to a 'big business' from a small beginning and survive the strong test of 'the lawyer.' I am selling more 'new publications' every year, and making more money on my sales and selling more of the 'net price books,' as the people want 'the best,' and the wideawake bookseller can and will show them that 'they' (the net books) are the best. Wishing you and the rest of the Association all the best, I am, faithfully yours, John S. Wells." [Applause.]

*Mr. Burkhardt.*—In reference to Mr. Robinson's telegram, I want to say that I received a check from Mr. Robinson for \$3.50 and the return coupon, saying that he would be with us in spirit at the banquet to-night. [Applause.]

*The President.*—The Association this year, as a small token of their appreciation of the publishers' co-operation, decided, for the first time in their history, to invite the publishers to be our guests at the sessions of this convention and at the banquet this evening. Most of the publishers will be here to-night, and I hope that every member of our Association will constitute himself a portion of the Committee on Reception to make them feel entirely welcome.

Also I would like to have the expression of the convention as to the generosity of the donors of the souvenirs which you will all be very pleased to receive this evening. Some of these are the L. E. Waterman Company, Kiggins & Tooker, the Bobbs-Merrill Co., F. A. Stokes & Co., Little Brown & Co. and Brentano's; also to Frederick DeBary & Co. for "inspiration," to the Wilson Distilling Company, to the White Rock Water people, to the American Tobacco Company for our wreaths of smoke, to the Japan Paper Company for the *menus*—all in connection with the banquet.

Moved and carried that a rising vote of thanks be extended to all donors of souvenirs and various other courtesies, and that the secretary be authorized to write letters of acknowledgment.

*The President.*—A vote of thanks is also in order and I am sure will be gladly extended to the Hotel Astor management for their very courteous treatment. Moved and carried by a rising vote that the secretary extend the thanks of the Association to the Hotel Astor.

*Mr. Cathcart.*—I move a vote of thanks be extended to the publishers for the very splendid advertising sent out at the holiday time, and with a request that they continue it this year. Carried.

*The President.*—Is there any new business?

*Mr. Upham* (of Boston).—Mr. President, Boston is so much in evidence here and so ably represented by the gentleman in front of me [indicating Mr. Clark], it seems hardly worth while to remark. But as I was leaving the store a request was given to me which I propose to execute. Is it fair to other

dealers in fiction to allow a circulating library to sell fiction at retail at reduced rates, such as a \$1.50 book for 50 cents or less before such publications have been out for a year? In Boston we run up against dealers selling \$1.50 novels at 50 cents or less before the books have been out sixty days.

*Mr. Hutchinson.*—I move that the matter be referred to the Executive Committee.

*Mr. Saunders.*—Mr. President and Members of the Association: The Committee of Audit appointed by your president to examine and verify the report of the treasurer hereby certify that they have gone over the books and vouchers, and find the same in accord with the report submitted.

(Signed.) HENRY SAUNDERS,  
EDWARD S. ADAMS,  
CLAYTON L. TRAVER,

Dated May 10, 1911.

Committee.

Moved and carried that the report of the Auditing Committee be accepted.

#### REPORT OF THE COMMITTEE ON RESOLUTIONS.

*Mr. Stewart* (of Indianapolis).—There have been a great many resolutions handed in, some of which we have felt we could not endorse, but to be perfectly fair to all concerned I will read them all:

*Resolved*, That whereas the publishers admit that they have been totally unable to discover the source of Macy's supply of books, and whereas Detective Burns is busy on the Pacific Coast, and Sherlock Holmes is safeguarding the Coronation, that we employ some kid about ten years old to ferret out the mystery. [Laughter.]

*Resolved further*, That whereas the acoustic properties of this hall are the worst ever, and that whereas the Association refuses to shrink, and a larger hall must be procured for the 1912 convention, it will help matters if the room be made air-tight, and that if possible we secure a hall on both sides of which run elevated trains instead of only one surface line. [Laughter.]

*Resolved also*, That some members of our Association talk too much, and possibly one or two not nearly enough.

Joking aside, the Committee on Resolutions desires:

a. To congratulate the Association on the eminent success of this convention and upon the attendance of well-known representatives from the distant States of Washington, Colorado and Texas.

b. To express appreciation of the work of the officers and committees of the Association during the past year, and to congratulate the Association on the results obtained.

c. To commend heartily for their co-operation the publishers who have given the net system their endorsement, and the department stores for their loyal support of it.

d. To offer the following resolutions:

1. That as rapidly as is feasible the net price system be more widely applied, so as to cover, in addition to the classes of books already included, juveniles and the rebinds, recommending that publishers should use the greatest discretion in the time of issuing the rebinds.



2. That to retail and wholesale dealers in books a minimum discount of  $33\frac{1}{3}$  per cent. be allowed from the fixed selling price; this to apply both to pick-up and stock orders, as we deem it an injustice that a bookseller should not be able to reorder at a profitable discount a book which has been sold largely by the bookseller's own efforts, and on which the first sale has already in most cases repaid the publisher for his initial outlay.

3. That we deem it most essential that the net fixed price be maintained during the life of each book, and under no circumstances shall the price be cut within a period of two years from the date of publication; that this is the vital point affecting the relation of the bookseller with his biggest customer, *i.e.*, the library; and therefore it should be brought forcibly to the attention of publisher and jobber, and that we further reiterate the impossibility of making a greater discount to libraries than 10 per cent., inasmuch as the average discount given the bookdealer admits of no greater reduction; that on the present basis the bookseller is compelled to handle library business at a loss of 12 to 15 per cent., and that every discussion of discounts to libraries must take into account the fact that the cost of doing business is everywhere at least 25 per cent; further, that as the handling of library business requires the best and highest priced service in every bookstore, that the bookdealer is entitled to charge at least enough to cover the cost of this service; further, that a spirit of fairness and conciliation should characterize all discussions of this matter with librarian and publisher, to the end that an adjustment satisfactory to all parties be rapidly brought about.

4. That we condemn the action of jobbers who have entered into unfair competition with the retailer in supplying libraries by giving away the extra discount allowed them by publishers for the purpose of serving the smaller booktrade; that such action is likely to defeat the good thus far accomplished by the present wide acceptance of the net system.

5. Further, the Committee on Resolutions expresses its conviction that as a sequence to the general adoption of the net system and the additional margin of profit guaranteed thereby, that there will be a hearty and determined effort on the part of every bookdealer to increase the sale of all net books resulting in direct benefits to dealer and publisher, the prosperity of whom will bring about speedily vastly improved service to the book-buying public.

6. In conclusion, be it resolved, That the Association tender its thanks and sincere appreciation of the entertainment accorded us by Doubleday, Page & Company at their model plant, Garden City, Long Island.

(Signed) WILLIAM HEATON,  
WALTER S. LEWIS,  
ALBERT C. WALKER,  
HARRY E. BELLAMY,  
W. K. STEWART, *Chairman*.

#### A RESOLUTION ON POSTAL REFORM.

*Mr. Stewart* (continuing).—There is just one further thing, Mr. President. Mr. Brentano sent this in and I will read it:

*Whereas*, The Postal Commission appointed by the President of the United States is about to undertake an examination into the cost for transmission of the various classes of mail matter; and

*Whereas*, It is likely that new legislation and changes for the various classes of mail matter may follow such investigations and report; now be it

7. *Resolved*, That the American booksellers, in convention assembled, appoint a committee with authority to place before such Postal Commission, or before Congress and its committees, or any other body which in its judgment may be proper, its recommendations and requests for any change in rates or improvements in service that can and shall benefit the business of retail booksellers and the book-buying public;

*Resolved*, That any request for less rates for the transmission of books shall only be asked if it shall be established by the postal investigators that lower rates can be made without loss of revenue to the Government resulting therefrom; in other words, the members of the Booksellers' Convention, or any committee, shall not ask service to be performed at less than the cost thereof to the Government;

*Resolved*, That such committee report from time to time to the Executive Committee, and the Executive Committee shall have full power to express for the Booksellers' Association its recommendations in this matter.

*The President*.—The committee has stated to me that no formal action was desired on the part of the Association with reference to the humorous resolutions offered and that they be not considered as a part of the official report. [Laughter.]

You have heard the report of the Committee on Resolutions; it is very important. If there are any changes that this convention wish to have incorporated as representing the sentiment of the trade we are now ready to receive them; but I would again suggest that we make our remarks as brief as possible.

#### MR. MELCHER'S "CALL TO ACTION."

*Mr. Melcher* (of the Lauriat Bookstore of Boston).—Following that last injunction, I want to speak as perhaps the newest member of this Association, and introduce into the resolutions a further suggestion. Almost all our discussions have been on the retail bookdealers' buying. That is a great problem and a vital problem, but there is the problem before us of bookselling. We should go forth from this convention with an incentive for new bookselling.

A while ago the little town I am in wanted a public playground. We wanted \$25,000. We could have talked to the aldermen about that forever and never have gotten it; but we raised \$17,000; and, when we had the \$17,000 in our hands, we said to the aldermen, "Now you will have to come up;" and they came up!

When you are going after something you want to go with something in your hand. When the American Booksellers' Association goes after the publisher, it wants to go with



more than the publisher can give them. When you go to the publisher with a good outlet your bargaining power is greatly increased. That is what we all realize, but you don't say it here. Go to the publisher with something in your hand, and you will get the trade.

It is like the people who talk about using up all the land, that pretty soon there would be nothing left for anybody else. That is what you booksellers have been talking for years. Why, Boston sells *few* books; we do not *begin* to cover the public. I can go through my street in the little town where I live, a street of twenty-six houses, and I find only two or three bookbuyers. That is what we need: to go back from here with more enthusiasm for bookselling. That is what this convention is for.

I would like to suggest a resolution something like this:

8. *Be it resolved*, That, Whereas the progress of races, of civilization and of literature have given the English-speaking people an unquestioned prominence and responsibility, and whereas on these booksellers here assembled rests the great privilege and duty of spreading this English literature and the world's literature to the widest and most fruitful field that a literature can touch, resolved that we booksellers herewith make fresh appraisal of our privilege and opportunity and return to this field, where we must make good.

[Mr. Melcher's little speech was earnestly and forcefully put and was followed by prolonged applause.]

#### A RESOLUTION ON CONTRACT PROPOSED.

*Mr. Cary.*—I would like to ask the chairman of the Resolutions Committee if the contract clause was considered by the committee or was it omitted intentionally?

*Mr. Stewart.*—I am perfectly willing to put it in again. We felt our resolutions were rather long and we did not mean not to endorse it, and if it is desired it can be incorporated again.

*Mr. Clarke.*—I think it would be a vital mistake not to put that contract in as an additional resolution. The insistence on contract in correspondence which you may have seen in reference to the Travers-Macmillan episode about the sale of subscription books, was to the effect that it has been proven conclusively and absolutely that a contract can and is enforced in doing the subscription book business. It has been agreed to by every lawyer whom I have consulted—and I have consulted many of the most eminent in the country—that it will apply exactly as much to the books which we sell.

*Mr. Cary.*—I wish to second Mr. Clarke's motion that that section of the resolutions introduced last year be incorporated in the resolutions of this year as representing the sentiments of this convention.

*Mr. Hutchinson.*—I rise with some diffidence because you have just heard one of my competitors, but I hope the Committee will incorporate in their resolutions the ideas of Mr. Melcher, as they are especially good, and I would like to have the Committee either

refer back to them or draft another resolution.

*The President.*—I might suggest that you and Mr. Melcher get together and frame up that resolution while the discussion is going on.

*Mr. Cathcart.*—I move that the first three suggestions of the Resolutions Committee be heartily endorsed and that the balance of the resolutions be taken up, item by item.

[The first two Resolutions were adopted as read. Mr. Stewart reread the third.]

#### DISCUSSION OF THE TWO-YEAR CLAUSE.

*Mr. Schenck.*—Do we understand by the limitation of two years that it applies to the publication of the rebinds?

*Mr. Stewart.*—That rebind matter is taken up later, where it is recommended that the publishers use the greatest discretion at the time of bringing those out. This matter here that you refer to states—I will read that part: "That under no circumstances shall the price be cut within a period of two years from the date of publication." That is really the attitude and relation of the bookseller to the public, that he shall not cut the price.

*Mr. Grant.*—Would it not be well to eliminate that remark regarding the 10 per cent. to libraries?

*Mr. Stewart.*—I think not; I think that is the most important thing in the whole business.

*Mr. Schenck.*—Do you mean that that resolution covered by that term of two years, as stated in the resolution, applied to the publication of rebinds?

*Mr. Clarke.*—I would like to suggest the insertion of a clause to cover the fact that many books have gone stale at the end of the year which dealer and publisher alike would like to unload as a job. With a contract all that could be included; otherwise we must carry the dead stock for two years.

*Mr. Heaton.*—I think the publisher should be at liberty under proper consideration to put out a rebind before the end of two years.

*Mr. Schenck.*—The limitation of two years applies to the publication of copyrights, on which the resolution states, I believe, that the price be not cut for two years.

*Mr. Stewart.*—That is, that the *bookseller* must not cut the price.

*Mr. Schenck.*—The publication of a rebind implies a cut price, doesn't it?

*Mr. Stewart.*—Yes and no. The main thing is to insist that the price shall not be cut after one year in filling library orders. The general matter of reprints comes out in the fourth clause, which says: "We recommend that the publishers should use the greatest discretion in the time of issuing rebinds."

It was moved and seconded that the price of books should be maintained for two years.

*Mr. Clarke.*—That is where I see a flaw. It seems to me that "the discretion of the publisher" should be eliminated.

*Mr. Foote.*—When the publisher makes up



his mind, after a few years' time, to exploit a book as a rebind and the bookseller happens to have 10, 15 or 25 copies on his shelf, the publisher makes no provision to take care of those surplus copies, with the exception of one firm—Bobbs-Merrill. They take care of the bookseller on that surplus. These resolutions contain no reference to that matter, and this resolution practically repeats last year's resolution, which by putting a time limit of one year, leaves the bookseller in the lurch in the matter of overstock at the end of the year.

*The President.* Shall we adopt a resolution that it be specifically worded to cover a protection period of two years.

Motion put to the house and lost.

*The President.*—The question now arises, what shall we do with the original resolution?

*Mr. Clarke.*—I move that it be adopted as read, with the single exception of one line. Leave out that "at the discretion of the publisher," and follow it up by the contract, and we are going to be pretty near what we have been fighting for for ten years.

*Mr. Cary.*—I should like to offer a resolution that when a rebind is issued the publisher be required to give a three months' notice beforehand: that would give the dealer a chance to get rid of his surplus stock. [Applause.]

*Mr. Fifield.*—I second Mr. Clarke's amendment.

[Mr. Clarke spoke again, reiterating at length his former statement.]

*Mr. Stewart.*—The reason the two year limit was put in was because the price was cut very largely by booksellers on library orders after a year. It was not feasible to maintain the net price during the life of a book, so we thought we would put it down to a minimum of two years.

*Mr. Clarke.*—There is to be no cutting of price until the book is recognized as unsalable by the publishers themselves. I am not saying it egotistically. I have studied this subject pretty thoroughly, and our two rocks to-day are underselling by the jobber and by foolish booksellers of books one year old or more. We want to keep to a platform of "salable books at a proper discount," in connection with a contract at a fixed net price. We want to get on that platform, and then as books become unsalable they take care of themselves and become remainders and go to the jobbers, department stores and to dealers who sell remainders. They give room for new stock, and serve as bait for the public to come in and buy later books with.

*The President.*—The question is on the amendment. Shall the term of two years be eliminated from the resolution?

[The amendment was carried.]

*The President.*—The question now comes on the resolution as amended; is it necessary to read it again?

[Mr. Stewart read again the fifth resolution, including Mr. Clarke's amendment.]

Carried, as were also the rest of the resolutions.]

#### ACTION ON OTHER RESOLUTIONS.

[After some discussion, the following resolution proposed by Mr. Clarke, was carried.]

*Resolved.* That we repeat most emphatically, our desire for the sale of books at fixed prices, with a contract between publishers and booksellers, on the same lines which have proved successful for several generations, between publishers and subscription dealers. It being our opinion, based upon long experience, as for the best interest of author, publisher, dealer and buyer.

*Mr. Cary.*—I would like to move that, on all reprint copies of books at reduced prices, three months' notice be given to the booksellers in order that the booksellers may be able to dispose of and arrange for the sale of stock. Carried.

*The President.*—There has been a resolution read with regard to postal matters which ends with the words "Resolved that a Committee shall be appointed to confer with the proper people, etc."

*Mr. Jackson.*—I move for the adoption of the resolution and that a committee be appointed by the Chair. [Seconded.]

*Mr. Hutchinson.*—I object to the adoption of that resolution. It has not been considered at all. I have no objection to the Chair appointing a committee to consider the resolution but it is a pretty important thing for us to endorse a thing like that after one reading. I would move to amend that the Chair appoint a committee and that this communication be received and referred to the committee with power to act. [Motion, as amended, carried.]

#### REPORT OF THE COMMITTEE ON NOMINATIONS.

*Mr. Charles E. Butler,* the Chairman of the Committee on Nominations, read their report.

*For President:* W. L. Butler, Wilmington, Del.

*For Secretary:* Walter L. Lewis, Philadelphia, Pa.

*For Treasurer:* E. L. Herr, Lancaster, Pa.

*1st Vice-President:* W. H. Cathcart, Cleveland, Ohio.

*2d Vice-President:* Edward S. Adams, Fall River, Mass.

*3d Vice-President:* V. M. Schenck, Springfield, Mass.

#### Advisory Board:

American Bapt. Pub. Society, Philadelphia, Pa.

Woodward & Lothrop Co., Washington, D. C.

Kendrick-Bellamy Co., Denver, Colo.

Caldwell Site Co., Roanoke, Va.

Clarke Co., Vicksburg, Miss.

L. H. Cary, Boston, Mass.

E. P. Dutton & Co., New York City.

W. I. Foote Co., Syracuse, N. Y.

John W. Graham Co., Spokane, Wash.

William P. Goodman, Manchester, N. H.

Harry Gregory, Providence, R. I.

Henry S. Hutchinson, New Bedford, Mass.

#### Advisory Committee:

Davis L. James, Cincinnati, Ohio.

The E. P. Judd Co., New Haven, Conn.

Clifford L. Legerton, Charleston, S. C.



Loring, Short & Harmon, Portland, Maine.  
Lowman-Hanford Stationery & Printing Co.,  
Seattle, Wash.

Nathaniel McCarthy, Minneapolis, Minn.

John P. Morton Co., Louisville, Ky.

James E. Mosley, Madison, Wis.

T. Pillot, Houston, Texas.

Henry Saunders, Oneonta, N. Y.

Macauley Bros., Detroit, Mich.

H. Taylor Rogers, Asheville, N. C.

J. R. Weldin & Co., Pittsburgh, Pa.

St. Paul Book & Stationery Co., St. Paul,  
Minn.

Hall Book & Stationery Co., Topeka, Kansas.

Scrantom, Wetmore & Co., Rochester, N. Y.

#### *Executive Committee:*

W. B. Clarke, Boston.

C. E. Butler, New York.

W. K. Stewart, Indianapolis, Ind.

J. K. Gill, Portland, Oregon.

Percy Douglas, Kansas City, Mo.

It was moved and seconded that the secretary be authorized to cast a ballot in favor of these names. Unanimously carried.

A hearty vote of thanks to Mr. Herr, the chairman of the Programme Committee, in connection with his labors, was proposed.

*The President.*—I will announce the committees now that it is usual for the president to appoint just before the close of the convention:

*Committee on Relation with Publishers.*—W. B. Clarke, chairman; L. A. Keating, C. W. Saunders, C. E. Wolcott, L. H. Cary.

*Committee on Publicity and Editing Report of Proceedings.*—W. S. Lewis, chairman, Fremont Rider, of THE PUBLISHERS' WEEKLY; E. O. Chapman, of the Bookseller, News-dealer and Stationer.

*Committee on Relation with Libraries.*—W. K. Stewart, chairman; W. H. Cathcart, C. E. Butler, Ralph H. Wilson.

*Committee on Programme and Entertainment.*—Ward Macauley, chairman; C. C. Shoemaker, J. G. Kidd, F. E. Woodward,

A. B. Fifield; with power to increase if desired.

*Committee on Banquet.*—A. Wessels, C. A. Burkhardt, C. E. Butler, George Blatchford, E. Byrne Hackett; with power to increase if desired.

*The President.*—I think, before closing our proceedings, we would like to hear from Mr. Cary.

Mr. Cary spoke at some length, concluding: "Gentlemen, we have something to be thankful for. I remember four years ago there were thirty-six present at our convention; to-day I understand that there were over two hundred and fifty present. We ought to offer our sincere thanks to those publishers who have had the nerve to come out here and face the issues. Some of the publishers have not flinched, but have stood out so boldly and clearly and fairly for the things for which this convention stands that I want to say, 'All honor to them.' I want to thank the Houghton Mifflin Company of Boston. [Applause.] I hope that the booksellers who live there, as well as all of us, appreciate this house. There are other houses—Doubleday, Page and others—who have come right into the business here and helped us in every way, every man shoulder to shoulder; they are trying to meet the problems of the American Booksellers' Association. There are still others who are weak sisters in these things, and are now trying to get in on the rising wave of this net price business. We don't care whether they are opposed to the net book system or not, if they will only come into the light we will forgive them their past sins.

"As you go back to your business, gentlemen, it is your duty to remember those firms who are giving us the net books we are asking for, and it is your duty to get behind those books and prove to the publishers that everything you have said in this convention is your exact opinion."

*Mr. Cary.*—Three cheers for the president. Three hearty cheers were given.

The convention adjourned at 12:50 P.M.

### THE ELEVENTH ANNUAL BANQUET.

The dinner closing the sessions of the convention—on the fourth day of the convention instead of the second, as last year!—was held, as before, at the Hotel Astor. It proved to be unprecedently successful, in fact embarrassingly so, for the hard-working committee that had the banquet in charge. Its genial chairman was distinctly "on the job," however, and every one was finally taken care of with dinner, if not with souvenirs. Over four hundred were present, which marks another new record for the Association's banquets, as compared with 310 last year. The flashlight photograph, forming, as usual, the frontispiece to this number of the WEEKLY, was taken before the dinner.

The menu, which follows, was quite up to the Astor standard:

#### MENU

Shinnecock Bay Clams	
Cream of Fresh Asparagus aux Fleurons	
Hors d'Oeuvres, Variés	
Aiguillettes of Bass, Joinville	
Potatoes Persillade	
Noisettes of Lamb, Renaissance	
Tomates farcis	Haricots verts
Mousse of Virginia Ham aux Epinards	
Sorbet a l'Orange	
Roast Philadelphia Squab au Cresson	
Salade de Saison	
Glace de Fantaisie	
Petits Fours	Fruits Assorted
	Cafe Noir
Egyptienne	Luxury Cigarettes
	"White Rock"
	Cigars

The souvenirs were distributed at intervals during the course of the banquet. The L. E. Waterman Company remembered the booksellers again with one of their own gold-mounted fountain pens, a souvenir as ap-



propriate as appreciated. The Bobbs-Merrill Company distributed neat natural finished walking sticks, with a reference to "The Prodigal Judge" on the band. From Kiggins & Tooker Co. came a little leather bound note book, and there were the usual proportion of books, a copy of Gouverneur Morris's thrilling "Yellow Men and Gold," from Dodd, Mead & Company; E. Phillips Oppenheim's latest, "The Moving Finger," from Little, Brown & Company, and a specially bound Convention edition of George Borup's "A Tenderfoot with Peary."

The Rev. Stephen S. Wise, of the Free Synagogue, New York City, opened the speaking portion of the evening's entertainment, and more than lived up to his reputation in a really eloquent presentment of "Civic Religion." Speaking in a resonant but mellow voice that carried easily to every part of the hall, Dr. Wise led his audience from climax to climax in a way that called forth frequent and enthusiastic applause.

Frederick Winslow Taylor, "efficiency engineer," a well-known expert in factory management, and author of "The Principles of Scientific Management," just published by Harper Brothers, gave at some length a description of those principles and instances of their successful application.

As the hour was growing late the three concluding speakers spoke more briefly. Daniel Frohman, whose "Memories of a Manager" has just been published by Doubleday, Page & Company, and E. Phillips Oppenheim, who arrived from England the morning of the banquet, each being in an anecdotal vein. Mr. Frohman pleaded for a closer union of book and dramatic literature, redounding to the advantage of each; Mr. Oppenheim gave some interesting reminiscences of his own work and his relations with the booktrade.

George Borup, whose delicious travel book, "A Tenderfoot with Peary," is a remarkably successful attempt to extract humor from most stern and dangerous realities, gave a series of detached and significant incidents of the expedition that finally conquered the Pole. Mr. Borup's "tallest" true stories were punctuated with good-natured whistles of incredulity from the audience—which, as a matter of fact, had been all the evening in a condition of exuberant good humor—but Mr. Borup didn't mind that a bit. His intimate yarns of Eskimo daily life drew as genuine laughter as they do in his book; and his closing and sincere tribute to "the Commander" was heartily applauded.

It was quite midnight before the banquet broke up.

#### THOSE PRESENT AT THE CONVENTION.

Abbott, S., with R. H. White & Company, Boston, Mass.  
 Adams, Edward S., representing Robert Adams, Fall River, Mass.  
 Albrecht, W. P., with The Macmillan Company, New York City.  
 Alcorn, George H., New York City.  
 Allen, Frederick G., Auburn, N. Y.  
 Baird, J. L., Portland, Ind.  
 Barnard, Z. W., with Cowell & Hubbard, Cleveland, O.  
 Barnes, E. B., with Wm. R. Jenkins Company, New York City.  
 Becroft, E., with Henry Malkan, New York.  
 Beers, William P., Norwalk, Conn.  
 Bell, Miss F., New York.  
 Bellamy, Harry E., of The Kendrick-Bellamy Co., Denver, Colo.  
 Berger, A. W., with Harper & Brothers, New York City.  
 Blatchford, George, Pittsfield, Mass.  
 Blessing, W. P., with Presbyterian Board of Publication, Chicago, Ill.  
 Bond, L. P., of Davis & Bond Company, Boston, Mass.  
 Braselman, Frank M., with Presbyterian Board of Publication, Philadelphia, Pa.  
 Bray, Joseph, with A. C. McClurg & Company, Chicago, Ill.  
 Brazer, George W., with Presbyterian Board of Publication, New York City.  
 Broatch, J. A., Middletown, Conn.  
 Brown, Hulings C., Little, Brown & Co., Boston, Mass.  
 Bruce, Frank, with Houghton Mifflin Company, New York City.  
 Buckley, Frank E., Holyoke, Mass.

Burkhardt, Charles A., with E. P. Dutton & Company, New York City.  
 Burlingame, Gayle, with Wm. F. Gable & Co., Altoona, Pa.  
 Burt, Harry P., of A. L. Burt & Company, New York City.  
 Butler, C. E., of Brentano's, New York City.  
 Butler, Walter L., of E. S. R. Butler & Son, Wilmington, Del.  
 Caldwell, Arthur W., with Lamb Publishing Co., New York City.  
 Callender, Walter R., with Callender, McAuslan & Troup Co., Providence, R. I.  
 Canner, C. A., with John Lane Company, New York City.  
 Carlton, M. E., Flint, Mich.  
 Cary, Luther H., with The Pilgrim Press, Boston, Mass.  
 Cathcart, W. H., of The Burrows Brothers Company, Cleveland, O.  
 Chalmers, George E., Rutland, Vt.  
 Chambers, George, Mt. Clemens, Mich.  
 Chapman, E. O., of Bookseller, Newsdealer & Stationer, New York City.  
 Chase, A. M., with Dodd, Mead & Company, New York City.  
 Clark, C. W., of C. W. Clark Company, New York City.  
 Clarke, W. B., of W. B. Clarke Company, Boston, Mass.  
 Clinch, F. A., with D. Appleton & Company, New York City.  
 Coe, Harry Elmer.  
 Collier, J. Roy, of Allen Book & Printing Company, Troy, N. Y.  
 Colwell, Irving S., Auburn, N. Y.  
 Conklin, H. S., Patchogue, N. Y.



- Cowles, James L., with Postal Progress League, New York City.
- Cricks, William C., with Funk & Wagnalls Company, New York City.
- Cupples, V. W., of Cupples & Leon, New York City.
- Dennen, C. R., with John V. Sheehan & Co., Detroit, Mich.
- Dickerson, F. W., Lockport, N. Y.
- Dodd, F. C., of Dodd, Mead & Company, New York City.
- Dodge, B. W., New York City.
- Donnelley, James, with Wm. P. Beers, South Norwalk, Conn.
- Doran, Geo. H., of Geo. H. Doran Company, New York City.
- Douglas, Percy, of Bryant & Douglas Book & Stationery Co., Kansas City, Mo.
- Dunlap, H. B., with D. Appleton & Company, New York City.
- Earl, H. B., with Doubleday, Page & Company, Garden City, L. I.
- Eckle, August, with Abraham & Straus, Brooklyn, N. Y.
- Eisele, Ernest, with Brentano's, New York City.
- Estabrook, J., with Wm. R. Jenkins Company, New York City.
- Everett, W. C., with Denholm & McKay, Worcester, Mass.
- Everitt, S. A., with Doubleday, Page & Company, Garden City, L. I.
- Feurst, Miss Annabel, with Lycett, Baltimore, Md.
- Feurst, Miss Emma, with Lycett, Baltimore, Md.
- Fifield, A. B., of The Edward P. Judd Company, New Haven, Conn.
- Firmin, John C., Findlay, O.
- Fischer, Carl T., of J. Fischer & Bro., New York City.
- FitzGerald, Desmond, New York City.
- Fondersmith, G. L., Lancaster, Pa.
- Foote, W. Y., of W. Y. Foote Company, Syracuse, N. Y.
- Frederick, J. George, with *Printers' Ink*, New York City.
- Gallagher, William J., with Outing Publishing Co., New York City.
- Giersberg, H., with G. P. Putnam's Sons, New York City.
- Gilder, Miss Jeannette, New York City.
- Gilman, Francis, with Hills & Hafely, New York City.
- Going, Grace E., American Booksellers' Association, New York City.
- Going, Mary J., New York City.
- Graham, C. E., New York City.
- Grant, F. E., New York City.
- Grant, John L., Utica, N. Y.
- Grosset, Philip, of Grosset & Dunlap, New York City.
- Hackett, E. Byrne, with The Yale University Press, New Haven, Conn.
- Hafely, F. E., of Hills & Hafely, New York City.
- Hall, E. W., with Moffat, Yard & Company, New York City.
- Hall, O. L., Portland, Ind.
- Hallam, Frederick W., with James Pott & Company, New York City.
- Hanford, E. T., Middletown, N. Y.
- Harcourt, Alfred, with Henry Holt & Company, New York City.
- Harriman, Mrs. Alice, New York City.
- Hawkins, F., reporter from *New York Press*.
- Hays, R. N., with Geo. H. Doran Company, New York City.
- Hazen, Lucius R., Middletown, Conn.
- Heaton, William, of John W. Graham & Co., Spokane, Wash.
- Herr, Eugene L., of L. B. Herr & Son, Lancaster, Pa.
- Herr, L. B., of L. B. Herr & Son, Lancaster, Pa.
- Herz, Sidney, of Herz Brothers, Waco, Tex.
- Hobby, George R., with Thomas Y. Crowell & Co., New York City.
- Holden, J. A., with THE PUBLISHERS' WEEKLY, New York City.
- Hood, F. R., with Baker & Taylor Co., New York City.
- Horton, D. S., of Hanford & Horton, Middletown, N. Y.
- Hovendon, John, New York City.
- Hoynes, Henry, with Harper & Brothers, New York City.
- Huebsch, B. W., New York City.
- Hutchinson, H. S., of H. S. Hutchinson & Co., New Bedford, Mass.
- Jackson, Horace H., Bridgeport, Conn.
- James, Davis L., Cincinnati, O.
- James, E. W., of James & Law, Clarksburg, W. Va.
- Jenkins, H. F., with Little, Brown & Company, Boston, Mass.
- Jenkins, James A., New York City.
- Johnson, E. W., New York City.
- Johnson, Walter A., of John Lane Company, New York City.
- Jones, W. B., with The Century Company, New York City.
- Joseph, Miss R., with H. C. F. Koch & Son, New York City.
- Kaufman, Joseph, with American Baptist Publication Society, Philadelphia, Pa.
- Keating, L., with American Baptist Publication Society, Philadelphia, Pa.
- Keller, Edw. H., York, Pa.
- Kelsey, R. P., with St. Paul Book & Stationery Co., St. Paul, Minn.
- Keowen, A. C., with Thos. Nelson Sons, New York City.
- Ketcham, E. C., with The Bobbs-Merrill Company, Indianapolis, Ind.
- Kidd, John G., of The Robert Clarke Company, Cincinnati, O.
- Kinnear, Miss Lillian, with R. H. Macy & Co., New York City.
- Kinsey, H. C., with Doubleday, Page & Company, Garden City, L. I.
- Kleinteich, George, Brooklyn, N. Y.
- Kleinteich, H., with Siegel Cooper Company, New York City.
- Lee, W. F., with Reilly & Britton, Chicago, Ill.
- LeGallez, J. W., with George W. Jacobs & Company, Philadelphia, Pa.
- Leon, A. T., of Cupples & Leon, New York City.
- Lewis, Walter S., with Strawbridge & Clothier, Philadelphia, Pa.
- Lichtenstein, Carl B., Tisnot Picture Society, New York City.



- Loweree, S. M., with Duffield & Company, New York City.
- Lycett, Baltimore, Md.
- Lyman, Clifford H., of Bridgman & Lyman, Northampton, Mass.
- Macauley, Ward, of Macauley Brothers, Detroit, Mich.
- McIlvain, Harry F., with H. W. Fisher & Co., Philadelphia, Pa.
- McKay, David, Philadelphia, Pa.
- McKeachie, W. S., with Baker & Taylor Co., New York City.
- McKee, Walter V., with Cassell & Company, New York City.
- McKeon, C. W., with Excelsior Publishing House, New York City.
- MacNeil, John E., with Seely Conover, Amsterdam, N. Y.
- Madison, Edward, Montclair, N. J.
- Malkan, Henry, New York City.
- Marling, F. H., with Charles Scribner's Sons, New York City.
- Mason, H. Lee, Pittsburgh, Pa.
- Mason, H. Lee, Jr., Pittsburgh, Pa.
- Matlack, L. R., with Hurst & Company, New York City.
- Melcher, F. G., with Chas. E. Lauriat Co., Boston, Mass.
- Milchsach, Miss S. A., with The Moravian Bookstore, Bethlehem, Pa.
- Morris, Belle C., with The Edward Malley Company, New Haven, Conn.
- Mumford, E. W., with The Penn Publishing Company, Philadelphia, Pa.
- Murphy, John J., with Saalfeld Publishing Co., Akron, O.
- Murray, J. I., with Wm. R. Jenkins Company, New York City.
- Nelson, C. F., with Henry Malkan, New York City.
- Newton, Donald G., New York City.
- Norman, W. W., of Brentano's, Washington, D. C.
- Nye, D. W., with Doubleday, Page & Company, Garden City, L. I.
- Nye, S. L., with S. Kenn, Sons & Co., Washington, D. C.
- O'Connell, D. J., with Funk & Wagnalls Company, New York City.
- Oliphant, C. J., with Longmans Green & Company, New York City.
- Owen, Miss Jessie E., Scranton, Pa.
- Patterson, H. V., with Harper & Brothers, New York City.
- Payne, T. H., Chattanooga, Tenn.
- Peck, J. R., of Platt & Peck, New York City.
- Percy, C. G., with Grosset & Dunlap, New York City.
- Phillips, Le Roy, with Ginn & Company, New York City.
- Pillot, Teolin, Houston, Tex.
- Potter, J. H., with Nichols & Frost, Fitchburg, Mass.
- Price, G. V., with Harper & Brothers, New York City.
- Pritchard, D., New York City.
- Raymond, Mrs. Paul, Boulder, Colo.
- Reed, William R., New Brunswick, N. J.
- Reilly, F. E., of Reilly & Britton, Chicago, Ill.
- Reis, Samuel, with The Pilgrim Press, Boston, Mass.
- Reynolds, E. W., of The Book Supply Company, Chicago, Ill.
- Reynolds, Geo. I., of Geo. I. Reynolds & Son, Oneonta, N. Y.
- Richards, Mrs. Frances B., New York.
- Rider, F., of THE PUBLISHERS' WEEKLY, New York City.
- Roe, Charles M., with Fleming H. Revell Company, New York City.
- Rowell, W. C., with H. W. Wilson Company, Minneapolis, Minn.
- Runyon, John R., Morristown, N. J.
- Saunders, Henry, Oneonta, N. Y.
- Savage, Courtenay, with *The Reader*, New York City.
- Scaife, R. L., with Houghton Mifflin Company.
- Schenck, Vernor M., with Henry Johnson's Bookstore, Springfield, Mass.
- Schnebke, F. H., with Presbyterian Board of Publication, New York City.
- Schofield, R. J., with Excelsior Publishing House, New York City.
- Schulte, Theo. E., New York City.
- Schutte, C. F., with Doubleday, Page & Company, Garden City, L. I.
- Scribner, J. H., with Presbyterian Board of Publication, Philadelphia, Pa.
- Scudder, Bradford A., with Doubleday, Page & Company, Garden City, L. I.
- Seiler, A. G., New York City.
- Shanley, Hobart J., of Hobart J. Shanley Company, Burlington, Vt.
- Shimer, S. G., of Hanford & Horton Company, Middletown, N. Y.
- Shoemaker, C. C., with The Penn Publishing Company, Philadelphia, Pa.
- Silver, Walter S., with Thomas Whittaker, New York City.
- Sloane, F. J., with Cassell & Company, New York City.
- Smith, C. Edward, with Cranston & Co., Norwich, Conn.
- Snyder, B. F., Hillsdale, Mich.
- Soule, G. H., with Frederick A. Stokes Company, New York City.
- Spinney, William R., with Thomas Y. Crowell & Co., New York City.
- Starr, W. J., with Eau Claire Book & Stationery Co., Eau Claire, Wis.
- Steger, H. P., with Doubleday, Page & Company, Garden City, L. I.
- Sterling, John, Watertown, N. Y.
- Stevens, Wm. H., with Loring, Short & Harmon, Portland, Me.
- Stewart, W. K., Indianapolis, Ind.
- Stolle, R. C., with Charles Scribner's Sons, New York City.
- Stewart, W. A., with THE PUBLISHERS' WEEKLY, New York City.
- Sturgis, Lyman B., of Sturgis & Walton Company, New York City.
- Sully, George, with Little, Brown & Company, Boston, Mass.
- Sully, Harry W., with The H. B. Claflin Co., New York City.
- Swanson, A. Sage, with The Macmillan Company, New York City.
- Taber, Henry R., Cambridge, Mass.
- Tessaro, F. C. J., New York City.



Thatcher, Fred Cook, of C. L. Thatcher & Son, Hillsdale, Mich.  
 Thomas, J. A., with Lowman & Hanford, Seattle, Wash.  
 Thompson, F. A., with Thompson Smith Company, New York City.  
 Thompson, J. L., with Charles Scribner's Sons, New York City.  
 Tibbals, N. V., with The American News Company, New York City.  
 Ticknor, B. H., Jr., with Houghton Mifflin Company, New York City.  
 Traver, Mr. and Mrs. Clayton L., Trenton, N. J.  
 Turk, Louis E., New York City.  
 Upham, H. M., of The Old Corner Bookstore, Boston, Mass.  
 Vaile, Edwin O., Jr., of The Baker & Taylor Company, New York City.  
 Van Patten, Nathan, with Robson & Adees, Schenectady, N. Y.  
 Vass, Edward J., with Longmans Green & Company, New York City.  
 Ventres, T. B., Brooklyn, N. Y.  
 Walker, A. C., with Scrantom, Wetmore & Company, Rochester, N. Y.  
 Warburton, T. A., with Sturgis & Walton, New York City.

Warfield, G. F., Hartford, Conn.  
 Washburn, K. M., with The G. C. Merriam Company, Springfield, Mass.  
 Wasserman, Alex., New York City.  
 Watkins, William Winthrop, Cazenovia, N. Y.  
 Wattle, George H., with The Sunday School Times, Philadelphia.  
 Wessels, A., of Wessels & Bissell, New York City.  
 Wheelock, George, with The Century Company, New York City.  
 Wilcox, Miss A. J., Scranton, Pa.  
 Wilson, Mr. and Mrs. Ralph H., of The McDevitt-Wilson Book Shop, New York City.  
 Wiltie, A. H., with Presbyterian Board, Philadelphia, Pa.  
 Winters, John F., with The Macmillan Company, New York City.  
 Wolcott, Clarence E., Syracuse, N. Y.  
 Woodward, Fred E., with Woodward & Lothrop, Washington, D. C.  
 Worth, J. A., with Eaton & Mains, New York City.  
 Wright, W. H., with Little, Brown & Co., Boston, Mass.  
 Young, J. W., with The Ronald Press Company, New York City.

#### RECENT ENGLISH BOOKS.

AVIATION World who's who (The) and industrial directory. Aviation World. 8vo,  $8\frac{1}{2} \times 5\frac{1}{2}$ , pp. 318, 2s. 6d. net.  
 BARTHOLOMEW, J. G., and others. Atlas of zoogeography: a series of maps illustrating the distribution of over seven hundred families, genera, and species of existing animals. Bartholomew. Folio,  $18\frac{1}{2} \times 12$ , pp. 67 (36 plates), 52s. 6d. net.  
 BOSSON, Olof E. Slang and cant in Jerome K. Jerome's works: a study. W. Heffer. 8vo,  $8\frac{1}{4} \times 5\frac{1}{2}$ , pp. 80, 2s. net.  
 CAMBRAY, Philip G. Irish affairs and the Home Rule question: a comparison of the attitude of political parties towards Irish problems. Murray. Cr. 8vo,  $7\frac{3}{4} \times 5$ , pp. 272, 3s. 6d. net.  
 CLARKE, M. G. Sidelights on Teutonic history during the Migration Period: being studies from Beowulf and other old English Poems. Camb. Univ. Press. Cr. 8vo,  $7\frac{1}{2} \times 4\frac{3}{4}$ , pp. 298, 3s. net.  
 COMB, R. G. N. Law of light. Butterworth. Ryl. 8vo, 25s.  
 DUNLOP, Andrew. Fifty years of Irish journalism. (Dublin: Hanna & Neale) Simpkin. Cr. 8vo,  $7\frac{3}{4} \times 5$ , pp. 314, 5s. net.  
 FINLAY-JOHNSON, Harriet. The Dramatic method of teaching. Nisbet. Cr. 8vo,  $7\frac{1}{2} \times 4\frac{3}{4}$ , pp. 256, 3s. 6d.  
 GODFREY, Walter H. The English staircase: an historical account of its characteristic types to the end of the XVIIIth century. Batsford. Ryl. 8vo,  $10 \times 7$ , pp. 90 and plates, 18s. net.  
 GUILFOYLE, W. R. Australian plants suitable for gardens, parks, etc. Whitcombe & Tombs. 8vo, 15s. net.  
 HAWKER, George. An Englishwoman's twenty-five years in tropical Africa: being the biography of Gwen Elen Lewis, Missionary to the Cameroons and the Congo. Illus. Hodder & S. Cr. 8vo,  $8\frac{1}{4} \times 5\frac{1}{2}$ , pp. 366, 6s.  
 HENDERSON, Archibald. George Bernard Shaw, his life and works: a critical biography. Hurst & B. 8vo,  $9 \times 6$ , pp. 544, 21s. net.  
 JEFFERY, Reginald W. The New Europe, 1789-1889. With short notes, bibliographies, etc. Constable. 8vo,  $8\frac{3}{4} \times 5\frac{1}{2}$ , pp. 418, 8s. 6d. net.  
 NON-CHURCH-going, its reasons and remedies: a symposium by various authors. Oliphant. Cr. 8vo,  $8 \times 5\frac{1}{4}$ , pp. 224, 3s. 6d. net.

PATMORE, K. A. The Seven Edwards of England. Methuen. 8vo,  $9 \times 5\frac{1}{2}$ , pp. 388, 10s. 6d. net.  
 WHALL, W. B. Shakespeare's sea terms explained. Arrowsmith. Cr. 8vo, pp. 112, swd., 1s. net.  
 WILKINS, W. H. Edward the Peacemaker: the story of King Edward VII. and his Queen. 2 vols. Hutchinson. 4to, 16s. net.

#### BIBLIOGRAPHIC NOTES.

##### NEW AND SECOND-HAND CATALOGUES.

*Swan Sonnenschein & Co.*, 25 High St., Bloomsburg, W.C., New books, quarterly list. (Nos. 59-60, 16 p. 8°.)

*E. Steiger & Co.*, 49 Murray St., New York, Current English literature. (No. 27.)

*E. Steiger & Co.*, 49 Murray St., New York, Monthly bulletin of new German publications. (No. 223.)

*James Tregaskis*, 232 High Holborn, London, W.C., Raynham Hall heirlooms, portion of Townshend library, hornbooks from collection of late Sir John Evans. (No. 703, April 24, 629 titles.)

*Henry Young & Sons*, 12 South Castle St., Liverpool, Catalogue of rare and interesting books. (Part ccccx., 438 titles.)

*Henry Young & Sons*, 12 South Castle St., Liverpool, Eng., Catalogue of rare and interesting books, autograph letters of Sir Walter Scott, etc. (Pt. cccxcix.)

*Henry Young & Sons*, 12 South Castle St., Liverpool, Eng., Illuminated Persian manuscripts, Burton's "Anatomy of melancholy," 1st ed. (1621); Shakespeare, Thackeray books illustrated by Cruikshank, etc. (Pt. 418, Feb., 436 entries.)



## THE HOE SALE—III.

## EIGHTH DAY.

It was expected that the prices for the thirty lots of Shakespeare offered at the eighth day of the Hoe sale, and especially for the four folios, would break all known records. But, instead, the four folios brought only \$28,300, and all the Shakespeares, including the eight dated in the last century, went for a total of \$47,100.

George D. Smith obtained the four folios at the modest price named. Marsden J. Perry, the Providence collector, is said to have paid \$50,000 not long ago in London for a set containing only one or more folios.

Besides the four folios, Mr. Smith carried away five of the eight quartos offered for a total of \$8785, while the three remaining cost three other collectors \$4825. Mr. Smith's highest bid was for the first folio, a copy in which many of the leaves are uncut at one of the three margins, making it the second largest copy known. For this he paid \$13,000, after a spirited round of bidding, in which Dodd & Livingston, Bernard Quaritch and Dr. A. S. W. Rosenbach joined. Mr. Hoe procured this volume at the Sykes sale in London ten or twelve years ago for £580.

The only other copy sold at auction in recent years was the Van Antwerp copy, not as fine, which Dr. Rosenbach bought in 1907 for \$18,000 and sold for something more than \$20,000.

For the second folio, the largest copy on record, Mr. Smith paid \$1350. The third folio, in which appear many manuscript corrections in two handwritings, one of the seventeenth and the other of the eighteenth century, evidently written for an actor, cost him \$3200, after a bidding contest with W. J. Wallace, a collector, of New York City. This folio is said to have cost Mr. Hoe over \$5000. The fourth folio, a copy of the earliest issue, he obtained for \$750.

The most expensive of the quartos was a copy of the third edition of "Hamlet," printed at London in 1611 for John Smethwicke. It was considered to be worth \$3150 because of the brown morocco binding put on by Cobden-Sanderson and an autograph letter by him dated 1891, and referring to the volume. "The History of Henrie the fourth, With the humorous conceites of Sir John Falstaffe," a fifth edition, cost Mr. Smith \$2500. A second edition of "King John" went to Mr. Quaritch for \$2075, and a second edition of the "Midsummer Night's Dream" to Walter M. Hill for \$2050. Mr. Hill also purchased the first collected edition of the poems "written by Wil. Shakespeare, Gent." and printed in 1640, for \$2600.

The volume of Longfellow's "Outre-Mer," which was not sold last Monday afternoon because the autograph letter referring to it could not be found, was disposed of last night to Mr. Hill for \$1175, the letter having been found among some miscellaneous papers in one of the two hundred boxes in the cellar of the Anderson Galleries.

The total for the evening was \$50,832.50, bringing the total for the day up to \$76,834.

At the afternoon session an autograph let-

ter of Edgar Allan Poe brought what was said by Arthur Swann, the chief cataloguer of the Anderson Galleries, to be the highest price ever paid for an American letter. After a hot fight waged over it by Dr. A. S. W. Rosenbach, of Philadelphia, and G. S. Hellman, of New York, it finally went to the latter for \$1700.

"It is the most remarkable letter ever written by Poe," said the purchaser. "In it are outlined his philosophical theories." Poe also defended himself in the letter against the accusations of the editor of the *Weekly Universe*, who had described his habits as "shockingly irregular."

Dr. Rosenbach was also underbidder on the first book issued from the press of Lignamine, of Rome, a copy of Quintilian's "Institutiones Oratoriæ," printed in 1470. This is the only known copy on vellum, and was bought by Mr. Hoe at the Sunderland sale in London in 1894 for £295. Bernard Quaritch paid \$3100 for it, the highest price of the afternoon session. Mr. Quaritch also purchased one of the six lots of Rabelais, consisting of three volumes of his works printed in Amsterdam in 1741, paying \$1000.

Mr. Smith bought for \$2725 a copy of Pliny's "Historia Naturalis," printed on vellum, Venice, 1472, profusely illustrated.

## NINTH DAY.

Four editions of the narrative of the third voyage of Amerigo Vespucci to America brought a total of \$6400 in the evening session of the ninth day's sales. Dodd & Livingston paid \$1700 for the undated one, printed in Paris, and considered by Harris the first of the ten editions of this narrative. The Sutherland copy brought \$300. For another undated edition issued from a German press and thought to be the rarest of them all the same bidders paid \$3000. No previous sale of this is known. They also obtained the Strassburg 1505 edition for \$850. A copy of this brought \$270 at auction in 1901. A Paris 1516 version went to Smith for \$850.

The total receipts for the day were \$68,610, of which \$42,765 was realized at the afternoon session and \$25,845 in the evening.

The record price of \$13,500 was paid for a copy of the first French edition of "L'Orloge de Sapience," by Henricus de Berg, or, as he is better known, Henricus de Suso, published in Paris in 1493 by Anthoine Verard. It is exquisitely illuminated in gold and colors, and is a small folio printed on vellum. Only seven copies are recorded in this style.

Bernard Quaritch and George D. Smith were the chief competitors for it, and when the price reached \$11,000 every one else abandoned the struggle for its possession. Eleven thousand dollars was Smith's bid. Quaritch raised it to \$12,000. Smith said \$12,500. Quaritch came back with \$13,000. Smith went him \$250 better, but cried "No more," when Quaritch called out \$13,500. This was followed by a burst of applause.

It was the general impression that Quaritch bought the book for J. Pierpont Morgan.

It is many years since a copy of this work was sold at auction, and then it brought only a fraction of the price paid at this sale. It



has an interesting history. An English friend of Arthur Swann picked it up at a bookstall in Rome some twenty years ago for a mere trifle.

For a defective copy of the first edition of Sir Philip Sidney's famous work, "The Countesse of Pembroke's Arcadia," Walter M. Hill gave \$800, and George D. Smith paid \$3125 for "The Defense of Poesie. By Sir Philip Sidney, Knight," London, 1595. This appears to be another record price, as the Way copy, in 1881, sold for only \$190 and the Hoe copy itself brought only \$600 at Sotheby's. Messrs. Wallace and Quaritch were the competitors with Smith for the prize.

Smith also obtained for \$2250 the extremely rare work entitled "Here after followeth a lytell boke which hath to name, why come ye nat to courté, compyled by Mayster Skelton, poete Laureate." It is an undated duodecimo, only four copies are on record, the British Museum, the Huth, the Locker Lamson and the present, which was formerly in the Ashburnham library. The work was probably printed in London between 1545 and 1552. This was still another new record, the same copy having fetched only \$340 at the Ashburnham sale in 1898.

Dodd & Livingston paid \$2300 for a first edition of William Smith's "History of the Province of New York," large paper copy, London, 1757.

Other books that brought \$500 or more were:

First edition, large paper copy, of Laurence Sterne's "Sentimental Journey," \$500 (Smith).

Fine copy of the "Statutes, first year of Edward III. to XXII. of Edward IV.," printed in London about 1482, \$5200 (Smith).

Original edition of Lieut. Col. Simcoe's "Journal of the Operations of the Queen's Rangers," etc., London, 1787, a rare work relating to the American Revolution, and which once belonged to Sir Henry Clinton, \$660 (Smith).

"Poems, by Two Brothers," the first edition of the work thus entitled, to which Lord Alfred Tennyson and his brothers, Charles and Frederick, contributed, \$500 (Smith).

Lord Tennyson's "In Memorium," large paper copy, London, 1885, an early example of Cobden Sanderson's work as a binder, \$1950 (Hill).

Lord Tennyson's "The Lady of Shalott," New York, 1881, decorated by Howard Pyle, and containing the original drawings, \$1100 (Dodd & Livingston).

First edition of "Theseus, Hystoire Tres-recreative," Paris, 1534, binding by Frautz-Bauzonnet, the arms of Baron A. Seilliere on the centre of both covers, \$925 (Rosenbach).

"Recueil de Voyages," by Melches Thevenet, with early map of the Mississippi River Paris, 1681, \$525 (Smith).

First edition of Gabriel Thomas's "Historical and Geographical Account of the Province and Country of Pensilvania and of West New Jersey in America," London, 1698, \$900 (Smith).

#### TENTH DAY.

Through an error in the cataloguing of Part I. of the library the total receipts for

Part I. fell slightly below \$1,000,000. The error consisted in crediting to one issue of a book, published at Amsterdam in 1655, an early view of New York, whereas the view is in another edition of the same work. The item was therefore withdrawn. It is believed that the book with the map would have brought \$3000 at least. As it was the grand total reached \$997,363.

The final day's single session brought \$42,876. The attendance was good, and the competition keen. Some of those who had been most conspicuous in the other sessions were, however, absent, among them being Miss Greene, Mr. Quaritch, Dr. Berg and Mme. Belin. George D. Smith, who was at every session, occupied his usual seat in the first row, and Henry E. Huntington, as usual, was at his side. Smith's purchases totaled \$523,007, or more than one-half of the entire receipts.

The highest price on the final day was \$10,000, paid by Smith for a fine copy of John Winthrop's "Declaration of Former Passages and Proceedings betwixt the English and the Narrowgansetts with their Confederates," published at Cambridge, Mass., in 1645 by John Daye. It is the first book on a historical subject printed in English America, and, chronologically, the third surviving example of Daye's press at Cambridge. It is of great rarity, being one of only four known copies, two of which are in public institutions.

New England made a short effort to get this rarity. George E. Littlefield, of Boston, and George Parker Winship, of the John Carter Brown Library of Providence, R. I., took a prominent part in the struggle for its possession. Mr. Winship himself bid up to \$2000 and another representative of the library hung on until three times that sum was offered. Mr. Littlefield kept at it until the bidding reached \$4000, when he quit. Dodd & Livingston, Frederick W. Morris and Mr. Smith continued the contest until Mr. Smith got up to \$10,000. This quieted the others. This is a new record price with a vengeance, the previous record, it is said, being only \$250.

Another new record was established by a copy of "Les Œuvres" of Francois Villon, Paris, 1532, for which Smith paid \$3800. For a first French edition of "Miroir Historical," Paris, 1495, Mr. Smith gave \$900.

One of the most interesting volumes sold was a copy of William Wycherley's "Miscellany Poems," London, 1704, an autograph presentation copy from the author. This was knocked down for \$2000 (Smith).

A copy of the seventh edition by Hawkins of Walton's "Complete Angler," London, 1808, extra illustrated, brought \$1150 (Smith), and a splendid extra illustrated copy of the Pickering edition of the same work, London, 1836, \$2300 (Hill). Smith paid \$875 for a work published in London in 1599, with this odd title: "A Warning for Faire Women, Containing the most tragicall and lamentable Murder of Master George Sanders of London, Marchant, nigh Shootershill, consented unto by his owne wife, acted by M. Browne, Mistress Drewry and Trusty Roger, agents therein: with their severall ends."



A copy of the privately printed "Otia Sacra Optima Fides," by Mildmay Fane, Earl of Westmoreland, sold for \$1000 (Smith). A first edition of "A Two Years' Journal in New York by C. W.," (Charles Wolley), London, 1701, one of the rarest books relating to New York City, sold for \$2400 (Smith). Charles Wolley, or Wooley, accompanied Sir Edmund Andros, Governor of New York, to America in 1678. William Wood's "New England's Prospect," with the rare woodcut map, "The South Part of New England as it is Planted this Yeare, 1635," brought \$425 (Smith).

The sale was conducted by Daniel R. Kennedy, who presided at fifteen of the nineteen sessions of Part I. Major E. S. Turner made a few remarks toward the close of the day, in which he said that there would come a time when the prices paid at this sale, instead of being thought "absurd," would be considered cheap; that, by the provisions of Robert Hoe's will, the entire library was to be dispersed at public sale, not a single book being disposed of at private sale, the seven heirs being obliged to come like every one else to the auction room and bid for any books they wanted. This sale, he declared, would lead to a revision of values.

## THE STORY OF MODERN BOOK ADVERTISING.

BY ALGERNON TASSIN, in the *Bookman*.\*

IN THREE PARTS—PART II.

FREE publicity had hardly extended its tempting draught to the publishers before a new and greater intoxicant appeared. The conservative members of the profession called this new idea advertising a book like a bar of soap—its progenitors called it the application to the book business of the modern methods of other manufacturing concerns. In a word, however, it was selling a book by sheer advertising. This, too, as it had never been done before, succeeded greatly for a time. The principle that underlies it is sound enough; namely, that most people read with the eye rather than with the mind and if they only see a thing often enough they will become interested. The formulators of this new idea went in for large space and big pictures and colossal type. For half a dozen years they published books selected for their supposed salability, and their intention was to let everybody in the country know about them.

The first book to be exploited under the new scheme was "When Knighthood Was in Flower." It was largely advertised by means of several ingenious plates in the magazines. One was an ancient castle, each stone from foundation to turret numbered with a month and the amount of the sale. Another was a set of portraits of writers with whom the author might be compared—Shakespeare, Pepys, Scott, Dumas, Hope—and finally the author himself. A third was an interesting medallion formed of old prints of the historical characters in the book. Such adver-

tising had never been seen before and it caught the public eye at once. For a long time the authorship of the book was kept a secret, and the pressure to find it out was stimulated by the publishers. The book was displayed in department stores in great piles. This fashion spread like wildfire, and stacks of books became a common sight. All sorts of sensational rumors as to enormous royalties the author was receiving began to run around. Finally came the idea of putting the book on the stage through the initial interest of Miss Marlowe, and soon the dramatizing of novels became a specialty. The next story selected for the plunge was "Alice of Old Vincennes." In this campaign a specialty was made of the newspapers. The review of the Chicago *Times-Herald* attracted wide attention. "More original than 'Richard Carvel,' more vital than 'Janice Meredith,' more cohesive than 'To Have and to Hold,' more dramatic, spontaneous, and artistic than any of its rivals—such is Maurice Thompson's 'Alice of Old Vincennes.'" The book responded so well to the country-wide reproduction of this review that one of the jobbing houses re-ordered ten thousand copies after it had been out two months. "The Mississippi Bubble" followed, with a special design used in all the advertisements. This was a bubble enclosing a conventional fleur-de-lis with the title printed upon the petals; and as time went on, the increased sale was indicated by the size of the bubbles—the first, second, third, and fourth weeks. The new idea always believed in letting the public know that a book was progressing. It ingeniously seized upon every contemporary idea or event for advertising cleverly utilized the Alphonse-Gaston idea of *The American*; Mont Pelee blowing its head off just then, it was pictured as belching forth the bubble and the fleur-de-lis with the caption, "a magnificent literary eruption." Bubbles girdled the globe and rose triumphant upon roaring seas. Much was made of the historical background of the book and the life of John Law was published as an appendix. With the next book, "Hearts Courageous," naturally the heart design was used. The little red emblems were scattered like confetti all over the country, and department store girls wore their hearts upon their sleeves. "The Main Chance" was brought out just after the trouble in Havana when the slogan was "Remember the Maine." Naturally this was too good an opportunity to lose, and the phrase was changed to "Remember the Main Chance." "Don't Miss the Main Chance" plastered the bill boards in New York; and this was probably the first book to take advantage of this form of advertising. Another phrase which had just come in was used in a following novel—"Something doing all the time in 'The Bishop's Carriage.'" In each new book were put the colored bubbles and hearts of the old as bookmarks. All kinds of devices appropriate and suggestive were used. A circular staircase and a man in the lower berth of a sleeping car recalled the respective titles at once; in fact, so many of the titles of this school are capable of instant visualization

\* The original article is illustrated with numerous sample advertisements of unusual interest.



that they would seem to have been selected for that purpose. The street dodger was given a new form. With the new popular edition of "Knighthood," a man dressed in armor paraded the streets on horseback, but he was stopped by the authorities, as he had no parade license. The man on the box was more successful; his appearance was only eccentric, not illegal. "The House of a Thousand Candles" had of course many illustrations suggested by the title. Its most distinctive pictorial design was a candelabrum with an actor in each flame, and, printed above, his comment on the book.

The effects of these campaigns were far-reaching. Publishers that had at first depreciated these methods adopted them when they saw the large sales. Only a few publishers kept their heads in the frenzied period of 1902-1904, which saw the height of big advertising. And even those who remained comparatively conservative greatly increased their expenditure. One long established house started out to spend twenty-five thousand dollars and spent seventy-five. The fact is significant in two directions—for the year before the first figure would have been considered excessive. There remained only one more step to take in the general illustration of advertising which had now become universal. This was made by a new publisher, who was introducing a new writer. With this combination of circumstances something new had to be achieved to attract the public attention. It proved to be an extension of the idea that advertisements should be intended primarily for the eye. In the press work—an ingenious and novel campaign—black pictures fairly jumped out of the newspaper at you. Soon a wave of grotesque cut-work deluged the country, and most of the other firms—except a few like Holt and Macmillan, for instance—were swept away by it.

The extensive use of cuts, however, did not stay in long, and nowadays this form has been largely given up. The poster business, too, which had begun growing at the same time and which the publishers had taken from the magazines, is also dying out. There was a far more important result of the stampede. When everybody all of a sudden plunged into all forms of advertising, it was in the air that publishing houses had in the past neglected all the means of publicity. And a large proportion of newspapers began to start book departments. Their unavowed purpose was to allure publishers' advertisements. At one time there were at least half a dozen newspaper magazines like the Saturday *Times* Supplement. Publishers began to talk circulation, a matter which had never entered their heads before. Advertising agents proceeded to make up lists of papers offering so much circulation over so much territory at so much a line. This had never happened before in the publishing business. Up to this time it is safe to say one would never have found a publishers' announcement outside mediums of the large cities. Now towns of fifty thousand received their advertisements. This idea was carried to an extreme and soon better counsels prevailed, as

in the other cases. When the publishers waked up from their "awakening" they began to cut off these smaller mediums, it is true; but their announcements were never again restricted to just the five cities and never will be, even though the great bulk of their advertising appropriation is still spent there. This was one permanent result of the era of intoxication.

Another was, from the very nature of the thing itself, inevitable. Never since those days, when the idea was new, have large increases in sales been due to large increases in advertising. Publishers since then have been decreasing their output in this direction, seeking the limit of safe advertising. The relation of expenditure to business is only a fraction of what it was five years ago, but it will never be so low again as it was before the great advertising drunk.

A third change is less obviously the result of the stampede, but is, nevertheless, intimately connected with it. People in time grew weary of the rattle and bang of the most widely advertised books, and they began to seek others. That habit once formed was never departed from. There are very few big sellers nowadays, but there are many more moderately successful books. This by no means indicates any falling off in the reading public, because the sale has marched ahead in steady proportion to the population and even faster—a fact which shows the wide spread of education. The earlier enormous sales running into several hundred thousands indicates, rather, that readers suddenly awoke to a vast appetite for fiction, and, having neither taste nor initiative, they followed in droves the books most widely exploited. The same public has now learned to discriminate. The magazine trade has also increased, so this public has not—as has been said—forsaken books for magazines. Indeed, this is just the period when the magazines are undergoing the enormous expansion which the books underwent ten years ago. The effect of this wonderful change from the few to the many is naturally indicated by the disappearance of big advertising campaigns on one book. A publisher has almost no novels selling over fifty thousand but many selling thirty. He could afford to waste money following the sales of a big seller, but not to waste ten dollars on a book which sells twenty thousand.

The net result, then, of ten years of reckless money-spending has been a slight increase in the advertising mediums, a large increase in the distribution of all books and particularly fiction, together with a corresponding increase in the publishers' business, and a lively understanding by publishers generally as to the nature and usefulness of advertising. One principle they all have firmly in mind—books cannot permanently create their market by advertising. It cost them a great many thousand dollars to understand this. All advertising can do is to assist those books that have the possibility of sale to realize that possibility. The problem is how much they can afford to help it come into its own. When a commodity is advertised the



house is advertised; but the advertising of a firm's name does not sell a book, and each book is a new thing. Hence, one dollar spent which is more than necessary is thrown away; it advertises nothing.

The eternal question of book advertising is how to jolt the reader's mind in a dignified manner—how to combine propriety with impropriety. The prosaic announcement is no longer satisfactory. The praise of the publisher is suspicious. Exaggeration is a mistake. The overpraise of critics reacts upon itself and prepares the reader for disappointment. One publisher of long experience says that advertising is mainly valuable not with the reader at all, but with the retailer, who redoubles his energies when he feels that the publisher is strongly backing a book. Yet the "Confessions of a Best Seller" in the *Atlantic* says that stories of a romantic nature absolutely depend on persistent and ingenious advertising. One publisher says that there are three hundred born boosters of books in America and one must try to get at them. And the many contradictions in theory are as nothing to the contradictions in practice. Though the age of large experiments is past, everybody differs in methods.

The one trustworthy opinion which will emerge from the following survey of the various ways books have been exploited in the last twenty years is "You never can tell." What has succeeded with one has failed with another. But the fundamental idea still persists—to do the old thing (for there would seem now to remain no new ones) at the right time. Be not the last by whom the new is tried and be the first to cast the old aside, is the only valuable pointer in book advertising.

#### TIMELY HAPPENINGS.

Is the sale of a book helped by some timely happening which puts the subject in the public mind? The answer—like that to most advertising questions—is, yes and no. Although it is the established custom of publishers, books issued with any expectation of timeliness have generally disappointed. The Lincoln centenary and the Hudson-Fulton celebration did little toward selling the books put on the market for that special purpose; when Admiral Dewey returned, there were several biographies written which are doubtless still on the shelves; the many hunting books hurried into print at the time of the ex-President's African trip had probably only a mild success. On the other hand, an unanticipated timeliness often reaps golden profits. A book on the Philippines had just been published when the war broke out, and it sold right and left; the Dreyfus case caused noticeable response in the sale of Zola's novels; the coal strike and the President's interference sold many extra copies of "The Anthracite Coal Communities," which had been on the market for some time; the Government's case against the railroads sent MacPherson's three railroad books flying through several large editions—a most unusual record for books of that description; the Messina earthquake figured at once in

Macmillan's advertisements of an old novel of Marion Crawford's and sold an appreciable number. The clue to this apparently random matter of timeliness is furnished by the history of Franklin Matthews's "With the Battle Fleet." The author on his way around the world with the ironclads wrote papers for the New York *Sun*, and when he reached San Francisco secured a publisher for the papers in book form. The book sold well at home, and the return of the fleet revived new interest in it, but its fate during the voyage is significant. A large consignment met the squadron somewhere in the East and proved totally inadequate to the demand; the publishers issued a second enormous consignment for delivery at Hampton Roads when the ships came back, but by this time the demand had evaporated. What the sailors had at first seized upon with eagerness had now become an old story. It is so with timely books in general—the public interest is easily surfeited. People will not buy books on subjects which the newspapers have just exploited, for they naturally feel that the papers—which are so excellent in their range—have practically exhausted the topic. "The Story of the Battle of Manila," by Admiral Dewey, was published quickly to take advantage of the event; but it was not quick enough, for the newspapers and the magazines had satisfied the interest and the book was a failure. Mr. Brisbane when he edited the Sunday *World* during the Chicago Exposition recognized this limit to public response. He began an advertisement for the next number with the statement that it would contain less about the World's Fair than any other paper ever published, and a relieved public promptly deserted all the other Sunday editions. So thoroughly were people kept informed of Mr. Roosevelt's doings in Africa, that it is a question if his book was very successful. Sometimes it happens, however, that the newspapers are unable to satisfy an emergency demand. "A Ken of Kipling" was hastily thrown on the market when he was supposed to be dying at the Grenoble in New York City. Though it was padded with old newspaper stories, about fifty per cent. of which were false, the book sold rather well at a time when even cab drivers were running in for the daily bulletin. The day after Graham Phillips was killed, the news-stands were crowded with his novels and the libraries recorded a tremendous call. To such a happening, however, the regular bookselling trade rarely responds. "The Title Market" is, perhaps, one of the ideal cases of unintended timeliness. Mrs. Post had written several books of a quiet literary nature which had not particularly sold, but this novel figured extremely well in the year's lists. Two subjects that it touched upon were much in the public mind. The child-labor question was just then being thoroughly ventilated; and her American hero had gone down to Sicily and introduced a system of extracting sulphur from the mines by machinery, thus doing away with the frightful amount of woman and child labor which the book vividly described. The affair of Miss Elkins



and the Duke of the Abruzzi was occupying much space in the papers; and her heroine focussed attention upon the interest of titled foreigners in American dollars. Mrs. Post had lived in Italy, and the consequence was that five or six hundred newspapers printed her views on what would be the social status of Miss Elkins if she married the Duke.

#### TESTIMONIALS.

It was Walt Whitman who first in America recognized the advertising value of the testimonial when he printed on the cover of the second edition of "Leaves of Grass" a sentence from Emerson's letter to him, "I greet you at the beginning of a great career." Publishers' opinions about testimonials are conflicting, yet their practice seems the same. They all publish testimonials from people of literary importance, though they admit that these often have a reactionary effect in antagonizing local critics and in occasioning close scrutiny for books which might not otherwise receive critical analysis; they all say that the testimony of public people is valueless unless it carries conviction by pointing out some specific quality; yet waves of seemingly pointless testimonial have time and again struck book-advertising and probably will continue to do so. And certainly book history offers tempting illustrations of success. The man who made "David Harum," says its publisher, was Governor Flower, of New York. He carried it about in his pocket and brought it into every conversation. Mrs. Eddy for once indorsed a book—one of the first Christian Science novels—and for a time it was almost a rival to "Science and Health." Senator Beveridge's "The Young Man and the World" was helped a great deal by the views of important persons in business, social and church activities. Perhaps the most notable instance of the unmistakable value of testimonial is furnished by the "Valour of Ignorance," a book of our unpreparedness for a Japanese invasion. This was written by a Californian—and exploited in the State where the subject would appear to be most burning—yet it didn't go at all until Lord Roberts took it up as propaganda for English unpreparedness against Germany. And finally, though all publishers agree that a testimonial is worth nothing unless the man is known as an authority on that subject, they all publish eagerly the least word of praise from the most indiscriminate praiser of our times. Mr. Roosevelt is the great recommender. His announcement that Mr. Robinson was the great American poet stimulated a sale which up to that time had been noticeably languid even for poetry. He advised the Michigan Agricultural School to use the first chapter of "Aunt Jane of Kentucky" as a tract "in all families where the men folks tend to selfish or thoughtless or overbearing disregard of the rights of women," and later he lauded the women of Kentucky at a reception in the White House. In a widely published letter he wrote to Doctor Wagner, "I preach your book to my countrymen," and immediately the simple life rivalled the strenuous one as a phrase in the

public mouth. Surely this was a case of a testimonial from one not known as an authority in the particular field! But even before the President took him in hand, Doctor Wagner owed a great deal to testimonial. No one in Paris had given him much attention until John Wanamaker began talking about him. Simple as he was, he was as eager as a child for publicity, and he gladly accepted the President's invitation to visit him at the White House. Then, preceded everywhere by this fact, he went on a lecture tour; and though his English proved unintelligible and his lecture dull, audiences flocked to him and bought several other collections of sermons which were brought out on the strength of his first success. It is safe to say that after "The Simple Life" Mr. Roosevelt received a free copy of every book likely at all to interest him. And what is not likely to interest him?

#### PERSONAL PUBLICITY.

The theory of personal publicity is about the same as the theory of testimonial. The personal history of authors unless they have special knowledge of the thing they are writing, is of use only in furnishing a basis for notes. Some publishers go further and refuse to exploit their authors at all, beyond a few short paragraphs of information. The Stokes Company says that the greatest publicity any novel of theirs ever received had little effect on its sale and the book virtually failed. Because a man is a celebrity his book does not necessarily sell. Carnegie and Rockefeller are perhaps more widely known to Americans than any other name but Roosevelt, yet their books failed to sell. "The Life of Mrs. Eddy" would be thought a book to attract enormous attention, but one doubts if it did so. The most a name can do is to give the book a start. Yet anything which gives an excuse for an anecdote about an author is at once sent to the newspapers. Here, perhaps, lies the secret of effective publicity. It is the quality of human interest behind the name which counts. Even picturesque anecdote is of little avail until it presents a warmly individual image. Mere adventure or unusual circumstance of life seems to make no difference unless it is accompanied by a magnetic or appealing personality. The value of an anecdote is the personality it discloses.

This would seem to be the general idea of publishers. But it is doubtful if, as a class, they recognize the commercial quality of what a man stands for, however vaguely, in the public mind. A person who is going to write a novel could scarcely do better, for instance, than get all the verses he can into the magazines, because his name becomes familiar to women readers and even to people who skip the poetry remains in the mind as an author. The magazines are a more actual gauge of this whole matter of publicity than the publishing houses. A short-story writer raises his price, quite aside from the merit of his stories, the moment he gets into the public eye or publishes a novel, however unsuccessful. Nor do publishers, as a



class, appear to recognize that a man's other activities bring him readers. Mr. Hopkinson Smith's picture painting and lighthouse building have probably done much to sell his books. Even men who don't read novels or depreciate them say, "Here is something written by a practical man—it must be sensible." Any serious public or semi-public endeavor of an author must have some effect on his saleability. Undoubtedly the fact that Mrs. Wharton has a high social position helped to make "The House of Mirth" a best seller. But—as an instance of how every advertising proposition is a gamble—there have been other society women who failed to sell where it was most counted on, simply because their circle refused to take them seriously. Stewart Edward White's personality as an open-air man and a camper has been largely exploited and must have greatly assisted his sales. But when a man's outside activities touch the public vitally in the fundamental matter of health, the reaction is of course greater still. Some years ago a paragraph went the rounds of the papers that an American millionaire consulted for his wife an Italian specialist. "Why," said the latter, "do you Americans come over here when you have Veir Mitchelli?" Doctor Mitchell's being a physician has certainly helped to make him a successful author. Women are the chief novel readers, and when any man in whom a large circle of women has great confidence publishes a novel, they feel it possesses a deeper significance than appears on the surface. The deductions that they draw are fraught with meaning—the least hint as to a matter of nerves or health or the relation of moral to physical soundness, for instance, is taken as the message for which the novel was made the popular vehicle. It is probable that the Fletcher books have been helped more by Mr. Fletcher's own activities than by anything else. He has been the chief of his own movement, his principal propagandist. More than any other factor this has advertised them; but even the wide publicity attending his movements would hardly have resulted in such large sales had not his publishers exploited the books at the same time by generous circular and advertising campaigns.

When one comes to speak of authors as intentional advertisers, one gets into a picturesque region. No author receives positive discouragement from a publisher for his ideas on how a book may be pushed. Harpers found Mark Twain the prince of advertisers, and Irving Bacheller has many valuable notions. It is a matter of general history that Thomas Dixon has not stood in the way of his own success. Hall Caine has a genius for personal advertising, and it is he himself who has made every one of his books go. With his earlier novels this was especially the case. He made the public a confidant about his barrels of notes for the local color of "The Christian." For this book and "The Eternal City" and for Miss Allen's appearance in both plays, he crossed the Atlantic and managed to keep his name

constantly before the public while here. Allusion to his Shakespeare make-up he is said to resent, but never to the extent of rearranging his hair. In the early advertisements of his books it is noticeable that his portrait figures pronouncedly, and certainly not without his consent. The tendency to compare it to a still more famous historical character breaks out every once in a while. Mrs. Glyn took a leaf out of Mr. Caine's book when she came over to stimulate interest by her presence, and it seems likely that one may count upon her permanent adoption of the practice, especially as she has her eye upon the stage. When R. H. Davis published "Our English Cousins," one chapter was satirized by Mr. Townsend in the *Major Max* papers. It was said that the impetuous Mr. Davis challenged him to a duel. At length the matter was amicably adjusted but not, alas! until the newspapers had in some way got wind of it—with the result of exploiting the books of both challenger and challenged.

It is a guess whether the author will be a great nuisance or a help in publishers' advertising. Some of their schemes are highly spectacular. An author who was having difficulty in placing a novel assured his prospective publisher that, knowing a coroner intimately, he could arrange to have a copy found in a suicide's pocket. The whole matter of publicity in the booktrade may be well summed up (not only actually but suggestively) by a conversation which once took place between two authors and a publisher. The authors lamented the fact that they, as a tribe, could not entirely throw away a foolish pride; and both agreed that a writer unhampered by it could certainly sell his books enormously by exploiting himself freakishly in a lecture tour after the famous manner of the sunflower and velvetene apostle of aestheticism. The publisher admitted that if he got hold of such a man (provided that he had already written several books and would promise him several more) he would finance him to the uttermost and bid him do his worst.

It need not, however, be derived from this that all authors and publishers are rapacious. "The Glory of the Conquered" received unusually large advertising for a first book, and the author almost tearfully protested at so much money being spent, as she feared it would never come back. A good many years ago there came to light after the death of a well-established writer a personal anecdote which would have spread like wildfire and undoubtedly—if anything about the sale of books can be predicted with certainty—have made thousands of dollars. But the publishers decided that the injury it might do to the man's good name was greater than the profit; and they not only suppressed the anecdote but destroyed the evidence. It is this sort of thing which makes one feel that publishers, taken together, have more scrupulousness than is found in any other business. The selling of books does not seem to appeal to people of ordinary commercial sharpness.



## ANONYMITY.

The exact opposite of personal publicity as an advertising factor would seem anonymity, yet in a peculiar way it is the meeting of extremes. The reader and not the author affords the material for publicity. There are probably few people who read "Joan of Arc" when it came out in serial that denied themselves the pleasure of speculating upon its authorship. There is no more universal vanity than the desire to be thought a connoisseur. Ever since the success of "The Bread Winners," Harpers have held the theory that anonymity pushes a book; and they resort to the practice more than any other firm. People were forever writing articles announcing who wrote it and why they thought so. And there were far more people than seems credible who admitted that they wrote it themselves. Even now when Mrs. Hay has practically declared it to be her husband's, it is not unusual for some one to walk into the office and claim it. John Hay was often associated with anonymity and he came in for the lion's share of the discussion as to who wrote "Democracy." Only two people in the Holt office know the secret after forty years' constant sale. Certainly the anonymity of both of these books has managed to keep them well before the public. As far as one can tell "The Inner Shrine" was greatly assisted by the many printed speculations as to its author. Its more definite story and its serialization had doubtless much to do with it, but they could scarcely account for the fact that his previous books had not sold one-twentieth as well. There can be no doubt whatever of the fact that the anonymity of "Letters of a Chinese Official" gave it all the appearance of having been written as represented. Under this false pretence it attracted a world-wide attention, which it could never have secured had one known that an Englishman wrote it. "Elizabeth and Her German Garden" had been successful a long while before some one accused the firm of hinting that the author was a German princess. They had never thought of such a thing, but seeing its value at once, they began judiciously to make veiled allusions to the fact. But while it is true that the detective instinct is inherent in all of us, anonymity is a delicate device and can easily be overworked or employed at the wrong time. And occasionally it seems to get no response whatever. Nothing could have been more timely than "The Raid on Prosperity;" nothing else could have gained the precise credence brought about by its anonymous authorship; nothing could have been livelier than the hot discussion in the journals about its history, but it was all to no purpose—the book failed to make a nine days' wonder.

## SERIALIZATION AND EXTRACTS.

The question, "Does Serialization Help?" is one of the most evaded questions in publishing. The matter has never been thrashed out. The theory is that a person reads one instalment and misses another, and so buys the book. The general belief seems to be

that it helps the sale of a strong book and hurts the sale of a weak one. But what does it do to the middling books? This of course is the important aspect of the subject, and the evidence is as yet uncollected. The most definite contribution is the career of "The Wings of the Morning." This book moved along slowly until its second serialization—in the N. Y. *Evening Sun*—gave it a push and made it very successful. When the sales again ran down, the firm gave it another newspaper publication, but by that time the vitality of the book was exhausted. Stokes believes that "The Shuttle" was tremendously aided by serialization. The Appletons say it was the *Saturday Evening Post* which made Chambers a big seller. But at that time the *Post* had a circulation of about five or six hundred thousand; nowadays, it is generally thought that serialization in this medium blankets the sale of the book by taking in its entire reading public. Yet the Associated Sunday Magazines with their enormous number of readers in the cities which are the greatest book buyers, few publishers seem to object to—except those who think that serialization in any large medium is a detriment. Perhaps even they would concede, however, that the N. Y. *Evening Post* is still the best place to start a new writer.

The publication of extracts in a magazine is rarely done at present. But even though the practice has been discarded, the phenomena attending it were more or less conflicting. While extracts from the reminiscences of Goldwin Smith and Andrew White seemed to be helpful, the reminiscences of Carl Schurz were apparently much injured. Though the latter was published complete, the nature of the book would have made one bespeak for it a quiet but steady demand.

## CONDEMNATION.

The publisher who said that he would willingly finance an author to make just the right kind of a fool of himself, might have added that he would gladly bribe any public person to condemn a book of his in just the right fashion. There are few things more stimulating than condemnation in meet measure—but a shade the more, a ray the less, will impair the nameless grace it confers. Moral censure is an edged tool which even theatrical managers are now hesitating to handle. Long ago the books of the new scientists, Darwin, Huxley and Spencer, were decidedly aided in getting an American foothold because they were published by the second generation of Appletons. These degenerate sons of old Daniel were severely criticised by the church papers, which started and kept alive a fierce discussion. The Appletons think that the adverse criticism of David Graham Phillips's books has helped their sale. If the condemnation of a novel can be judiciously exploited, its success is assured. But it must be the right Grundy-an fire which warms and beckons and does not burn. Mrs. Glyn never lost an occasion to speak of the censure "Three Weeks" had received.

Less unpredictable than moral censure is the action of other kinds of condemnation.



That of literary critics is often beneficial. Macmillan announces frankly that the firm thinks less of half-hearted praise than a sincere and interesting roast. Several times the Holts have quoted unfavorable reviews in connection with favorable ones, especially where the former were manifestly self-exploitation—as when a paper of high standing attacked Stevenson and De Morgan. Mr. Churchill's "A Modern Chronicle" was advertised by parallel columns of the blame and praise of critics under the caption "Here is what competent judges say—take your choice!" The censure of interested specialists also is often of value, as it excites the public's suspicion at once that there is more truth in the exposition than they care to allow. "Coniston" advertised pretty heavily, but more remunerative was the free advertising it got when Platt condemned it and Odell said that the author showed he never knew anything about politics. And when Senator Chandler announced that its central character was a libel on the dear old man whose portrait it was meant to suggest, people who had never heard of the dear old man read it to see what had set politicians to squirming so.

#### PORTRAITS TAKEN FROM LIFE.

Indeed, when any discussion can be raised by portraits reputed to be drawn from life, it tells at once in figures. The classic instance of this is Mrs. McLean's "Cape Cod Folks," which owned its great hit to the ire of villagers who sued the author because they claimed to be libelled in the book. The early sale of "Peter Stirling" was helped along by the rumor that it presented the life story of Grover Cleveland. The Holts did nothing to assist the report and the author denied it, but after his death it kept coming up persistently in literary notes. The "Lion and the Mouse," the novelization of which was very successful, unquestionably desired to put into the readers' minds the relations of Rockefeller and Miss Tarbell with her Standard Oil investigation. Edwin Le Fevre's "The Golden Flood" was supposed to depict the personalities of Rockefeller and Stillman, and, whether or not on account of the obvious intention, the book sold very well. Mr. Chambers had an amusing and not unprofitable experience with "The Danger Mark." There were two real persons in New York, it seems, who resembled his two trust-reared children; a newspaper got hold of the guardian of the real children and tried to persuade him to sue, and for three or four weeks the author, who thought he had hatched the situation out of his own brain, received a large amount of free advertising.

#### INFLUENCE OF PLAYS.

A theatre edition of a dramatized novel is as much an established practice with publishers as books got out to meet the demand theoretically supposed to be occasioned by an anniversary. But like them, it so rarely pays that one wonders why the habit still persists in face of the universal evidence

against it. Indeed, many publishers go farther, and maintain that plays in themselves have not the least reaction upon the book sale. The effect of the enormously profitable play "Zenda" was almost negligible; at the theatre very few books were sold and very few ever sell there. The usual person never thinks of buying a book in a theatre lobby and often does not come prepared for the additional expenditure. Yet there are many cases where the play has seemed to help. The dramatization of "The Man on the Box" made such a hit that it stimulated the book sale wonderfully. "Brewster's Millions," which played out of New York in the second-grade houses, pushed the book into a successful cheaper edition. A comparison of the route of "Knighthood" with the "best-selling lists" of the towns Miss Marlowe visited, showed that the book again after some months of absence resumed its place there. That these towns were of the third and fourth rank in point of size may possibly afford a clue; and this is supported by the fact that the simultaneous putting-on of several "Saint Elmo" plays at the time of Augusta Evans's death renewed interest in her books in towns of the same size. In New York with its innumerable theatres the reaction of a play is for the most part unnoticeable; "in the provinces" one may look for returns. Yet it was just here that "The Firing Line" as a play was very successful, and the publishers saw almost no response. The general conclusion of the relation of theatre to publisher would seem to be that a book written from a play finds readers serially in a newspaper, and in book form is sometimes remarkably successful; even a printed play, that forlorn hope of the publisher and playwright, occasionally succeeds—"The Servant in the House" is one of the most remunerative books Harpers ever handled; but a play written from a book, if it appears in the early career of the book, probably injures the sale a great deal; when it appears a year or two after—which is the usual experience—most people have read the novel and the sale is over. To this last statement the history of "Richard Carvel" might seem an exception. The play was produced a long time after the book came out and the immediate revival of the sale was unmistakably due to it. The solution here, if not conclusive, is tempting—Mr. Drew can always count upon a large audience and perhaps some few in every night's house were stimulated to a desire to know what on earth their favorite actor was doing. The extraordinary incoherence of the dramatization may have driven some belated readers to the book. Here is a new idea for the Machiavelli of publishers! At present, however, the chief effect of a play is upon the author's next book rather than upon the one from which it is dramatized.

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If an idea hits you that you think is a business bringer, tell it out—don't let it die still bornin'—"Shop Snap" from the Vir Pub. Co.'s *Successful Selling*.



## WHAT CONSTITUTES GOOD PRINTING.

AN EDITORIAL IN "THE PRINTING ART."

WITH the amount of printing that is produced increasing by leaps and bounds every year, with new methods, new processes, being continually developed, is it not well to occasionally stop and ask ourselves, "Is the printer of to-day doing good work, and if so, what makes it good?" To the question used as a caption for this discussion the producers of various classes of work will make as many different replies. The printer of books in fine and limited editions will contend that good printing consists largely of careful and uniform spacing of the page of type, which should be faultlessly printed, and with generous margins, on a hand-made stock of suitable texture. Good taste, good craftsmanship, a close adherence to the models followed by medieval printers—these are the ideals by which he is guided. Unfortunately, the field of the printer of limited and fine editions is so contracted that the rules he follows can be applied only in part to the great mass of modern work. His definition of good printing as expressed in his own productions cannot, for economic reasons, be used as a standard to judge other work by. Without the hand-made paper and printing in full rich color—which is impossible with the ordinary forms of commercial work—the typographic restraint he exercises would make the result weak and effeminate. In fact, the leading makers of fine books to-day, in endeavoring to faithfully copy the styles of the early Italian and French printers, seem to be carrying refinement to the extreme. The literary *motifs* of many of their books demand a stronger, more rugged treatment than they receive. The pendulum has swung too far in the direction of lightness and delicacy. From the foregoing the impression should not be gained that the fine books of to-day are not well made. No lover of printing can fail to be impressed with their tasteful designs, the beautiful presswork, the superb craftsmanship which is their chief characteristic. It is this last feature our ordinary forms of commercial printing lack most, and a study of the methods used by the makers of fine books would be helpful to every printer, whether his work be business cards or railroad tariffs.

To step down a trifle—to what the printer of fine books may perhaps call a lower level—let us consider for a moment the standards followed in the making of text-books and works of reference. Here the contents is of such great importance that the physical form becomes a lesser consideration. It is worth noting, however, that nearly all of our dictionaries, encyclopedias, and school and college text-books are, for the purposes for which they are designed, models of good printing. The insistence upon durability, presswork that is sharp and clear, and all the aids that typography can give to assist those who use them, have made American works of reference superior in many ways to those published in other countries. Indeed,

as examples of good printing they do not seem to have received the credit that is rightfully due them. The Standard dictionary is almost faultless. This is equally true of Webster's International. DeVinne could safely let his reputation as a printer rest on the Century. Whatever the class of work he does, the printer who adheres to the standards followed in these books will not go far astray.

Because its life is ephemeral, that bird of passage, the modern American novel, with its gaudy cover, slip-shod typography, and indifferent presswork, is too often a thing of little beauty. Although never on a very high level, from a typographic point of view, it has deteriorated greatly within the past few years, and the seeker after good printing will find little to impress him in this field. Because the design is too often controlled by those who have not made a study of types, papers or bindings, the American novel is inferior in many ways to the English work of fiction. What it requires most is less straining after effect, and more dignity in cover design. A typographic treatment similar to, but somewhat stronger than is used in fine books would compensate for the cheaper stock and gray presswork necessary, and would enable it to be classed as good work.

## UNCUT PAGES.

AGAINST a long continued habit of the British publisher A. C. Benson has been raising an impatient protest. "Why," he asks, "should books ever be published with their pages uncut?" He admits that some people say that they enjoy cutting a book, and adds that while there are people who enjoy disengaging a tangle of string that personal enjoyment does not seem to him a valid reason for selling all string in tangles. He points out that one "is not obliged to receive other trade articles in an unfinished condition and forced personally to apply the process of completion":

"I am a busy man myself; I have to turn over, for various literary purposes, a considerable number of new books. If a book is cut, I welcome it with a sigh of relief; if not, I find minute after minute of precious time wasted, when, instead of turning the leaves over briskly to discover what I want, I am prodding at the lower edge of two adhering pages with a paper-knife, trying to force an opening, or blowing on the top, in the hopes of finding a parting. Or, again, I buy a new volume at a bookstall, to beguile a tedious journey. It proves to be uncut, and I have to separate it page by page with a railway ticket, or a toothpick, or an envelope, or, failing all, with an inserted finger. The annoyance this causes is great, the time expended is simply and purely lost, with no sort of corresponding gain."

AN English economist has evolved the theory that the writing and printing of superfluous books forms a serious item in the deforestation problem of the civilized world.



## COMMUNICATIONS.

## THE NEW CANADIAN COPYRIGHT ACT.

TORONTO May 9, 1911.

*(Special Correspondence to the Publishers' Weekly.)*

CANADIAN publishers have been holding meetings to discuss the new copyright act, which had its first reading in the House of Commons at Ottawa recently. The measure has been found to be in such indefinite shape, however, that no action on it seems possible until such time as two or three of the more important sections are interpreted by the Government. It was expected up to this week that the bill would be taken up in committee by the House some time this month, but as it now seems probable that Parliament will adjourn until the Premier returns from the Imperial Conference and Coronation, there is little prospect of its being considered until July or August.

Meanwhile the publishers intend to get what light they can on the intentions of the Government. By reason of the fact that the extension of Canadian copyright to foreign nations is to be defined by orders in council, the scope of which are unknown, it is purely a matter of speculation as to what Canada's relations with the United States will be.

There seems to be a general opinion among the publishers that the enforcement of a printing clause is an absurdity, when the country has only a population of seven or eight millions. There is already a duty of 10 per cent. on bound books and of 25 per cent. on sheets coming into Canada, which is a sufficient handicap to make it worth a publisher's while to print a book whenever possible, and this is rendered still more practicable by the free importation of plates. Why then should the printers expect that more books will be manufactured in the country if such a copyright requirement is enforced?

There are some who advance the idea that the aim of the measure is to compel the United States to retreat from its unfair position of requiring the complete manufacture of a book to secure copyright. That this result will be achieved is very far from probable. If, then, Canada persists, and printing in Canada is made a condition of copyright protection in the Dominion, it will leave American authors in a serious predicament. This will be particularly felt in the case of articles and stories in periodicals which could be used freely by the publishers of Canadian newspapers and magazines, and also in the case of those books, which starting out with a doubtful sale suddenly become popular and worth pirating.

The Canadian author, who after all is the person who should be considered in this matter, is not going to be benefited one iota by the act. Every one knows that it was not Canada that made Ralph Connor, Gilbert Parker, C. G. D. Roberts, R. E. Knowles, L. M. Montgomery, etc., famous, but the United States. It is quite conceivable that they could never have got their first books published in Canada. In such a case they would publish in New York, get a vogue in the United States and suddenly find their stories pirated in their own country. And

in the case of writers for the press, they would find the demand for their work seriously affected by reason of the fact that publishers would be filling their columns with pirated matter from United States periodicals.

If by any chance the act should bring it about that the United States would enter into some favorable reciprocal arrangement with Canada, by which the printing clause might be dropped, then indeed it would be a measure worth talking about; but this is so very unlikely that instead of being a praiseworthy measure it will be a species of absurdity. The cigar that the man can smoke without ill effects is liable to make his small brother very sick.

W. O. C.

## OBITUARY NOTES.

## COLONEL THOMAS WENTWORTH HIGGINSON.

COLONEL THOMAS W. HIGGINSON, historian, minister, soldier and author, and almost the last of the group of famous New England authors, including Emerson, Thoreau, Longfellow, Lowell, Holmes and Whittier, died May 9 at Cambridge, Mass., aged 87 years.

Born in Cambridge, Mass., in 1823, the son of Stephen Higginson, steward of Harvard, he was from his earliest days surrounded by literary influences. He entered Harvard at the age of 13 and was graduated in 1841, when he was 18. The late Professor Charles Eliot Norton was one of the first and greatest of his friends, and he also formed a close intimacy with Edward Everett Hale. As soon as he had his degree, Mr. Higginson entered the Harvard Divinity School, and in 1847 was called to the ministry of the First Religious Society of Newburyport, Mass. The young preacher's strong anti-slavery views soon got him into trouble. When the Civil War broke out he was appointed Colonel of the First South Carolina, a negro regiment, and at its head he took and held Jacksonville, Florida, was wounded and forced to resign in 1864. Since that time he devoted himself to literary work, and was identified with almost every progressive movement in the United States, notably as orator and writer on woman's education, suffrage, etc.

Among his works are "Short Studies of American Authors," "Cheerful Yesterdays," "Common Sense About Women," "Malbone," a novel; "Old Cambridge," "Contemporaries," lives of Longfellow and Whittier in the *American and English Men of Letters Series*, "A Reader's History of American Literature," "Part of a Man's Life," a biography published in 1905, and his "Larger History of the United States," published in 1885.

DR. HERMANN KNAPP, founder of the New York Ophthalmic and Aural Institute and world-renowned in his profession, died of pneumonia on May 2, at his home in Mamaroneck, N. Y. He was born in Prussia in 1832, and graduated from Giessen University in 1854. He then studied at seven different universities, notably at Heidelberg, where he founded a dispensary and hospital for eye diseases, which is now a part of the



University of Heidelberg. Dr. Knapp came to the United States in 1868 and became at once the foremost practitioner in ophthalmic and aural diseases, and also became professor in the College of Physicians and Surgeons. The whole science of medicine is in his debt for treatises and text-books of permanent value. He was the author of a "Treatise on Intraocular Tumors" and for many years was editor of *Archives of Ophthalmology and Otology*. He was a member of the Academy of Medicine, the Medical Society of New York County and various societies in Europe.

MRS. HANNAH WHITALL SMITH, widely known under her pen-name, "H. W. S.," died at Oxford, England, on May 1. She was born in Philadelphia in 1832 of the well-known Quaker family of Whitalls, and in 1851 married Robert Pearsall Smith, destined like his wife to become a well-known evangelist. Mrs. Smith's many books and tracts on religious subjects have been repeatedly reprinted, and many of them have been translated into French and German. She was a very convincing and delightful speaker, full of humor and enthusiasm. In 1888 she took up her permanent home in London. She was progressive in her religious views, and taught "Pragmatism" long before the late Professor James had given its present name to that form of liberal faith in the good in everything.

#### NOTES ON AUTHORS.

THE REV. DR. CHARLES M. SHELDON, pastor of the Central Congregational Church, Topeka, Kan., the author of "In His Steps," believes, according to a recent report, every pastor of a Protestant church should have a confessional, where members of the flock could pour their troubles into a willing ear and receive wholesome advice. "The relations of the minister to his congregation," Dr. Sheldon said, "should be such that the members would be free to go to him and confess their troubles and receive advice. I do not in the least advocate the doctrine of the forgiveness of sins, but it seems to me that the minister, in order to fulfil his full duty to the church and to his flock, ought to make himself so useful that the members would feel free to confide in him about anything that concerns them."

A MONUMENT to the memory of Robert Louis Stevenson was dedicated on Mount St. Helena, Napa, Cal., Sunday, May 7, under the auspices of the New Century Club of Napa. One hundred members of the Sierra Club of San Francisco and members of Napa, St. Helena, Browns Valley and Calistoga clubs attended. At the dedication ceremonies Glenn Allen, of Napa, read several prayers by Stevenson, and Daniel Patten gave a deed for the site of the monument. The monument consists of a book carved in Scotch granite, with a quotation from Stevenson engraved on it, upon a base of quartz taken from the Silverado mine. In 1880 Stevenson wrote his novel "The Silverado Squatters" here. Mrs. Isobel Strong, of Santa Barbara, stepdaughter of Stevenson, made an appropriate response, and

Professor Alexander McAdie, vice-president of the Sierra Club, gave an interesting address on the significance of Stevenson's writings.

A VIVID answer to the question, "What reward do most writers get?"—not the top liners of fiction, but the great majority—has recently been furnished in an article in *Collier's* on the "Rewards of Writing," by a "Near Writer," in which the writer's experience was set forth with amazing candor. Passing over earlier years, the author recorded that in the past two years he had sold forty short stories to *Munsey's*, *Black Cat*, *Blue Book*, *Leslie's Weekly*, *Red Book*, *New Idea*, etc., had run three newspaper serials in most of the large cities of the country, and had published two text-books and a romance through two of the most important publishing houses in the United States. For all this he had received altogether about \$1500, and had to depend on a Government position for his main support. The sequel is more pleasant, for writer was Crittenden Marriott, author of "The Isle of the Dead Ships," "Out of Russia," etc., the latter just issued by Lipincotts. Letters poured in upon him from all over the country. Merely on his record, as set forth in his article, three positions were offered him, all at salaries far higher than the one he was earning from the Government. One of them—that of editor and press agent for the Hudson Motor Car Company of Detroit—he has accepted, nearly doubling his income thereby. Moreover, his new romance, "Out of Russia," is lifting him definitely nearer the best seller class.

#### PERIODICAL NOTES.

*Hope* is the title of a clever little cartoon magazine that has just made its appearance in Chicago, with Ward Savage as publisher.

A NEW addition of the Pacific Coast monthlies is the *Pioneer Magazine*, just established in Seattle by Captain Walter S. Brown, U. S. A. It is edited by W. C. McDonald.

THE New York offices of the Crowell & Phillips Publishing Companies, owners of the *Woman's Home Companion*, the *American Magazine* and *Farm and Fireside*, have been moved to 381 Fourth Avenue, corner of 27th Street.

*The Journal of American History*, a quarterly founded in New York about five years ago, has been sold by the Associated Publishers of American Records to the Allaben Publishing Company, of New York and London. Francis Trevelyan Miller remains as editor and becomes a director of the company into whose hands it has now passed.

THE editorial and publishing offices of *Suburban Life* have been removed from Harrisburg, Pa., to New York City. J. Horace McFarland, who has been the publisher of the magazine for the past two years, will no longer retain his connection with it in an official capacity. It is understood that Mr. McFarland relinquished his connection with *Suburban Life* chiefly on account of the rapidly growing business of his McFarland Publicity Service.



MUCH interest was manifested last week in publishing circles over the report of the sale of *Hampton's Magazine*. The Columbian Publishing Company, owner of the *Columbian Magazine*, is reported to be the purchaser, but the case is veiled in much mystery. The report is to the effect that the *Columbian* is to publish *Hampton's*, beginning with the July issue, but, while both periodicals will be issued from the same office, they will not be consolidated.

DON SEITZ, of the New York *World*, has been visiting Japanese newspaper offices and reports remarkable progress everywhere. The city of Tokyo has 23 dailies printed in the vernacular, and the most important of them are printed on rotary presses, use half-tone illustrations, and have up-to-date stereotype outfits. There are also two dailies printed in English. The English type is set up by Japanese compositors, who know nothing of that language, but know the form of the letters and their location in the cases. One daily paper has a circulation of 260,000. The *Tokyo Graphic*, the *Osaka Puck* and *Tokyo Puck* are beautifully illustrated in colors.

#### LITERARY AND TRADE NOTES.

PENNY postage throughout Australia went into force from May 1, and the penny postage rate from Australia to Great Britain was simultaneously introduced.

DAVID GRAHAM PHILLIPS's novel, "White Magic," is to appear on the stage next autumn. The dramatic rights have been secured by Liebler & Co., who expect to stage the play in New York for the winter season.

THERE are two words in the English language that, no matter how often they are used, never lose their freshness, originality and charm. One is "sweetheart" and the other is "damn!"—From "*The Bramble Bush*," by Caroline Fuller.

A BOOK for a summer afternoon has just come from D. Appleton & Company. It is Henry Ketchell Webster's "The Girl in the Other Seat," an automobile story with plenty of action and a most engaging hero and heroine.

BRENTANO's announce that they have acquired, under the Trade Mark Law, protection for the right to use the words "Bon Voyage" in connection with either the offering, selling, labelling and delivery of books, and they beg that the booktrade will take note of this.

ORSAMUS TURNER HARRIS, 373-375 Fourth Avenue, New York, announces that he does book manufacturing for publishers, composition, plates, printing and binding, sheets or plate rental on standard works and sets. Publishers are invited to send for special catalogue of terms.

HORACE S. RIDINGS, of the J. B. Lippincott Co., returned this week from his annual spring trip abroad, and reports the completion of arrangements for the issue of American editions of some very important books—

the finest lot, he says, he has ever brought over.

OWEN JOHNSON's new Lawrenceville story, "The Tennessee Shad," which the Baker & Taylor Co. have announced for some time past, will be published on Saturday of this week. For this book, the publishers state, they have received a larger number of advance orders than for any book previously issued by them.

DR. S. WEIR MITCHELL's new novel, "John Sherwood, Ironmaster," originally announced for June issue, will be published May 20 by the Century Co. The story is one of unusual situations and character, and the telling is put into the mouth of John Sherwood, who finds himself, and wins his life's happiness, out of seeming failure and wreck.

THE ALICE HARRIMAN COMPANY have just published a story of adventure by Augusta Prescott, who in "The Stairway on the Wall" tells of the exciting things that within two days befell Florentine Hadley after she had asked Roman Elliott, a stranger, to marry her in order to escape a union with a thoroughly disreputable cousin.

FROM Sturgis & Walton Company we have received G. E. Partridge's "The Nervous Life," a study of the causes of nerve disorders, which have grown to the proportions of a national evil, and a study of rational methods of controlling them. From first to last it is an argument against seeking in narrow health-fads, hobbies or systems a cure for the evils of the nervous life.

HERZ BROTHERS, of Waco, Texas, have purchased the plates and copyright of Brann's "Iconoclast," including his speeches, lectures and writings," which has been out of print for several years, and will shortly issue an edition complete in two volumes. Sidney Herz is now in New York in the interest of its sale, and announces an extensive advertising campaign, justified by the size of his first orders for the set.

PLATT & PECK COMPANY call attention to the following books, all devoted to home amusements, the titles of which are: "Games and Amusements," "How to Read Character in Handwriting," "Practical Palmistry," "Photography," "The Standard Comic Reciter" and "The Standard Popular Reciter." They also call attention to the popular *Bessie Books*, by Joanna H. Matthews, six wholesome stories for girls of eight to fourteen years.

DESMOND FITZGERALD, INC., are the publishers of "The Infinite Capacity, the Story of a Genius," by Cosmo Hamilton, author of "Mrs. Skeffington," "Adam's Clay," etc. The book tells the story of a great musical genius who marries a sweet, inexperienced English girl, and in his belief that he must always express his artistic temperament makes her most miserable. She is freed at last while still young enough to live her own life.

THE EVERETT PUBLISHING Co. are soon to issue an exhaustive work on Edgar Allan Poe, written by R. A. Douglas-Lithgow, M.D., LL.D., late vice-president of the British Royal



Society of Literature, etc. The title of the book is "The Individuality of Edgar Allan Poe," and it deals with his inheritance, temperament, genius, etc., from an entirely new and scientific point of view. The book will be illustrated with some scarce portraits of the poet.

FLEMING H. REVELL COMPANY have ready Dr. Newell Dwight Hillis's "The Contagion of Character, Studies in Culture and Success," a companion volume to his "Investment of Influence." Some of the most striking of his subjects are: Self-photography, Moral Cowardice, Life an Undeveloped Estate; The Tongue, Its Power, Courtesy, Honesty, Loyalty, and The Irrepressible Conflict.

BOBBS-MERRILL COMPANY have just ready "The Stolen Singer," by Martha Bellinger, the heroine of which is a young and beautiful American prima donna, who is kidnapped in Central Park and conveyed on board a foreign yacht; and "Yellowstone Nights," by Herbert Quick, a collection of twelve stories set in the scenes of Yellowstone Park through which the people telling the tales are journeying.

AN interesting feature of the recent annual staff dinner of Cassell & Company was the presentation to Arthur Spurgeon, the General Manager, of a gold cigarette case, the gift of the 1676 employees of the Company, each of whom contributed the sum of two cents toward its purchase. The gift was in recognition of Mr. Spurgeon's fiftieth birthday, which coincided with the date of the annual dinner.

THE BOSTON CHAMBER OF COMMERCE is responsible for the publication of "New England, What It Is and What It Is to Be," edited by George French. The book is intended to acquaint New England people with the country they live in, and furnish them with the means to acquaint others. Both the opportunities and achievements of New England are dealt with, so that the people may know the possibilities of their section of the country and devote their attention to developing it instead of other parts of the Union, as they have done in the past.

HOUGHTON MIFFLIN COMPANY announce the removal of their New York offices and book room from their present quarters at 88 Fifth Avenue to 16 East 40th Street, between Fifth and Madison Avenues. The new location is convenient both to those living in the city and to visitors, being within easy reach of the new Grand Central and Pennsylvania Stations, the express and local stations of the subway and all other tunnels, as well as surface lines. For the convenience of the book-trade a sample room has been fitted up, where the buyers from out of town will receive a warm welcome.

B. W. HUEBSCH are the publishers of Frank Parsons's "Legal Doctrine and Social Progress," of which Ralph Albertson says in the preface: "To the reader who has noted the prevailing lack of any dynamic conception of the law, or any adequate understand-

ing of it as an evolutionary force, or who sees wrongs and social barbarism entrenched behind the courts and constitutions that are inelastic, and that try to confine the State to police functions, this book should bring a hope of better things. It reaches fundamentals. The path of democratic progress is not over a morass, but over rock."

GEORGE H. DORAN COMPANY call especial attention to their new uniform edition of Arnold Bennett's novels, which make ideal reading for the vacation season. Besides his novels they also publish four of his small books on various subjects: "How to Live on 24 Hours a Day," "Mental Efficiency," "The Human Machine," and "Literary Taste." The same house has ready a book by Dr. T. B. Kilpatrick, of Knox College, Toronto, Canada, entitled "New Testament Evangelism," a study of the great awakenings of conscience throughout the ages, from Old Testament times to the present day.

IN "Masks and Minstrels of New Germany," which John W. Luce & Company publish, Percival Pollard introduces the reader to a movement in contemporaneous German literature, and the leading authors identified with it, which is not only the most significant influence in that country at the present time, but one which is recognized as of great interest and importance throughout Europe. The same firm will issue in the United States the works of J. M. Synge, the much-discussed Irish dramatist and poet. We have already received "The Tinker's Wedding," a comedy in two acts.

FUNK & WAGNALLS COMPANY have just published William Cleaver Wilkinson's "Daniel Webster, a Vindication with Other Historical Essays." Professor Wilkinson has the chair of poetry and criticism in the University of Chicago. His purpose in this book is to show that Daniel Webster is to be praised, not blamed, for his 7th of March speech, and for his support of the fugitive slave law, and that, though not faultless, he was a singularly good and pure man in his private character, by no means the intemperate man he was popularly misconceived to have been. The other essays cover widely divergent and interesting historical topics.

HENRY HOLT & COMPANY are the publishers of "Three Lays of Marie de France," retold in English verse by Frederick Bliss Luquiens. Of the writer Marie de France we know practically nothing, beyond the facts that she lived in the latter half of the twelfth century, that she was a French woman, that most of her life was spent in the court of Henry II. of England, and, as these poems prove, she could write real poetry. A story for boys has also just come from this firm, "The Quietness of Dick," by R. E. Verne, who proved anything but quiet when he spent his vacation with Tod Wilton, a school friend.

CHARLES SCRIBNER'S SONS have sent us this week Maurice Hewlett's "The Agonists, a Trilogy of God and Man," three poetical dramas based on the old legends "Minos, King of Crete," "Ariadne in Naxos" and



"The Death of Hippolytus." Mr. Hewlett not only retells these stories, but he attempts to find in them, as taken seriatim and then together, the framework of a philosophy. He seeks to express in them the fallacy of the ancient conception of Godkind and mankind and the ancient views of their relationship. The meters he employs are strikingly original. He says they were largely inspired by the music of Wagner. We have also received from them a short story with a Central American setting by Richard Harding Davis, entitled "The Consul."

L. C. PAGE & COMPANY have just ready in their attractive *Little Pilgrimage Series* "Abroad with the Fletchers," by Jane Felton Sampson. Thomas Jerry Fletcher and his wife, two good old New Englanders, who had never before ventured beyond the limits of their home town, join a party of tourists, who intend doing the old world under the guidance of the learned Professor Walton. The party visit sunny Italy, picturesque Switzerland, quaint Holland and Germany, France, England and Scotland. They have also ready a new novel, "George Thorne," by Norval Richardson, author of "The Lead of Honor." George Thorne is taken from poverty and placed in surroundings of wealth and refinement and his development under these new circumstances traced.

FROM A. C. McClurg & Company we have received "Master Musicians, a Book for Players, Singers and Listeners," by J. Cuthbert Hadden, a book about the men themselves, rather than a critical or technical work; the illustrations are portraits of the musicians tipped in on heavy brown paper. The same firm has also sent us "Farm Dairying," by Laura Rose, giving every phase of the dairy business from the farmer's standpoint by one who has for twelve years taught the subject in the Ontario Agricultural College; and Edward K. Parkinson's "The Practical Gentleman," written for the farmer who wishes to use the best methods, but has had no instruction, and for the city man who takes up farming, and showing how handsome returns from their investments may be realized.

JOHN LANE COMPANY call attention to the following of their publications: "A Wilderness of Monkeys," by Frederick Niven, the story of a man who aspires and is brought always face to face with lies and hypocrisies; "The Shadow of Love," by Marcelle Tinayre, one of the best known of the newer French novelists whose work has been crowned by the French Academy; "The Valley of Regret," a novel by Adelaide Holt; the author of the successful book "Elizabeth's Children," Margaret Westrupp, has written another engaging tale of child life, "Phyllis in Middlewich;" J. A. Rodgers has prepared for the *Living Masters of Music Series* a life of "Dr. Henry Coward, the Pioneer Chorus Master;" and Una Birch's book, "Secret Societies and the French Revolution, Together with Some Kindred Studies," is also ready.

GEORGE W. JACOBS & COMPANY will issue on May 15 "The Trail of the Axe," by Ridgwell Cullum, a breezy tale of the lumber

camp of western Canada with a charming love story running through it; "Quaker Ben," by Dr. H. C. McCook, has colonial Pennsylvania for its scene in the middle of the eighteenth century and a sturdy Quaker for hero; and the seventeenth volume in the *American Crisis Series of Biographies*, "William Lloyd Garrison," by Lindsay Swift. Now ready are "The A B C of Collecting Old English China," by J. F. Blacker, who has given years to the study of china, and in this profusely illustrated volume sets forth concisely much information on the subject; and "The Communion of Prayer," edited by the Rt. Rev. William Boyd Carpenter, D.D., Bishop of Ripon.

FREDERICK A. STOKES COMPANY have sent us "Chats on Old Pewter," by H. J. L. J. Massé, a book dealing with pewter generally and giving a list of pewterers, with their dates, from 1550 to 1824, which will make it easy to date any piece of pewter by a maker of repute; the many illustrations are interesting and valuable; "Eastern Asia, a History," by Ian C. Hannah, is a work giving a short and eminently readable account of the history of the whole of Asia east of Persia, China and Japan being made the chief centers of the story; and a book of most timely interest, "The Portrait Book of the Kings and Queens of Great Britain, 1066-1911," done in commemoration of the coronation of King George V. and Queen Mary. Accompanying each picture are brief accounts of the rulers by T. Leman Hare, and supplementary notes on the coronation ceremony by Charles Eyre Pascoe. All the illustrations, including the pictures of the regalia, are in color.

AN arrangement has been concluded between Richard Strauss, the music composer, and Gabriele D'Annunzio, poet and playwright, to collaborate on an opera. Sozonzo, the noted music publisher of Milan, is making the final arrangements, the *Italie* announces, with D'Annunzio, who accepted Strauss's proposition. While residing in Paris last fall D'Annunzio, according to a despatch to the *New York World*, made the acquaintance of a rich man from Argentina named Del Guzzo, who offered all sorts of advantages in return for the honor of associating with the poet and thus getting into fashionable salons. D'Annunzio said he could not accept money without some return, and promised to go on a lecturing tour in South America. Overjoyed, Del Guzzo agreed to settle D'Annunzio's most pressing liabilities, amounting to a very large sum. The tour was to have begun April 1, but on the eve of departure Guzzo received word from the poet cancelling the trip for no especial reason. D'Annunzio had sought the first opportunity of regaining his native land.

#### ENGLISH NOTES.

THE publishing firms of George Allen & Sons and Swan Sonnenschein & Co., Ltd., have been amalgamated, and the combined businesses will in future be carried on by a new company under the title of George Allen



& Co., Ltd. The offices will be at 44 and 45 Rathbone Place, Oxford Street; and after June 30, 1911, the premises of Swan Sonnenschein & Co. will be closed.

NOVA SCOTIA has been called the fairest province of Canada, yet for some reason or other, in spite of its great natural resources, it has not received adequate notice. Beckles Willson, in a book to be published by Messrs. Constable, recounts his travels through this part of the British Empire as he saw it last year.

CHATTO & WINDUS, in association with Cassell & Co., Mr. Heinemann and Longmans, Green & Co., will begin in the autumn the publication of a new and limited edition of Robert Louis Stevenson's works. The edition will be named the "Swanston," after the house—still surviving—in which many of Stevenson's earlier essays were written; and it will consist of twenty-five volumes, to be issued at intervals.

### BUSINESS NOTES.

AKRON, O.—The New Werner Company, book manufacturers and general printers, has been organized, and has taken over the plant and business of the former company, Werner Co., which for over a year past has been in the hands of a receiver. All the departments of the business are now in active operation.

MOUNTAIN VIEW, CAL.—W. M. Garliep, bookseller and stationer, has sold out to S. A. Winegar.

NEW YORK CITY.—Among the recent incorporations is that of the Mansfield Book and Printing Company, which is capitalized at \$100,000, and of which the incorporators are W. E. Miller, F. D. Moier, W. S. Vandekar, all of this city.

NEW YORK CITY.—D. Rogers Noble, Jr., has opened a book and stationery store at 985-87 Lexington Avenue, near 71st Street.

### AUCTION SALES.

MAY 17, 18, 2.30 P.M.—First editions of American and English authors, publications of William Loring Andrews and Grolier Club; books illustrated by Cruikshank, Walter Crane, Kate Greenaway; complete set of *New York Mirror*; also books from libraries of Hawthorne, Thackeray, Oscar Wilde, Rossetti, Whistler, etc. (785 lots).—*Merwin-Clayton*.

MAY 19, 2.30 P.M.—Americana comprising Colonial and Revolutionary books, books relating to John Brown, Indian history, rare Connecticut pamphlets, first Brooklyn almanac, New Jersey almanacs. (408 lots).—*Merwin-Clayton*.

MAY 23, 24, 2.30 P.M.—English standard authors, English sporting books, etc., from libraries of Henry Flanders, Professor Horatio Hale, Sarah Jane Hale, Admiral Richard W. Meade and Rev. Andrew Hunter, Chaplain in the Continental Army; oil paintings and engravings. (704 lots).—*Stan V. Henkels* (Sam. T. Freeman & Co.).

### PICK-UPS.

#### A TYPICAL RUSSIAN NOVEL.

"SORROWS of a Super Soul: or, The Memoirs of Marie Mushenough. Translated by Machinery out of the Original Russian."

Do you ever look at your face in the glass? I do.

Sometimes I stand for hours and peer at my face and wonder at it. At times I turn it upside down and gaze intently at it. I try to think what it means. It seems to look back at me with its great brown eyes as if it knew me and wanted to speak to me.

Why was I born?

I do not know.

I ask my face a thousand times a day and find no answer.

At times when people pass my room—my maid Katoosha, or Jakub, the serving-man—and see me talking to my face, they think I am foolish.

But I am not.

At times I cast myself on the sofa and bury my head in the cushions. Even then I cannot find out why I was born.

I am seventeen.

Shall I ever be seventy-seven? Ah!

Shall I ever be even sixty-seven, or sixty-seven even? Oh!

And if I am both of these, shall I ever be eighty-seven?

I cannot tell.

Often I start up in the night with wild eyes and wonder if I shall be eighty-seven.

\* \* \*

Next Day.

I passed a flower in my walk to-day. It grew in the meadow beside the river bank.

It stood dreaming on a long stem.

I knew its name. It was a Tchupvskja. I love beautiful names.

I leaned over and spoke to it. I asked it if my heart would ever know love. It said it thought so.

Another Day.

My heart is yearning for love! How is it that I can love no one?

I have tried and I cannot. My father—Ivan Ivanovitch—he is so big and so kind, and yet I cannot love him; and my mother, Katoosha Katooshavitch, she is just as big, and yet I cannot love her. And my brother, Dimitri Dimitrivitch, I cannot love him.

And Alexis Alexovitch!

I cannot love him. And yet I am to marry him. They have set the day. It is a month from to-day. One month. Thirty days. Why cannot I love Alexis? He is tall and strong. He is a soldier. He is in the Guard of the Czar, Nicolas Romanoff, and yet I cannot love him.

Next Day but one.

How they cramp and confine me here—Ivan Ivanovitch my father, and my mother (I forget her name for the minute), and all the rest.

I cannot breathe.

They will not let me.



Every time I try to commit suicide they hinder me.

Last night I tried again.

I placed a phial of sulphuric acid on the table beside my bed.

In the morning it was still there.

It had not killed me.

They have forbidden me to drown myself.

Why!

I do not know why. In vain I ask the air and the trees why I should not drown myself. They do not see any reason why.

This Morning.

How my heart beats. To-day A MAN passed. He passed: actually passed.

From my window I saw him go by the garden gate and out into the meadow beside the river where my Tchupvskja flower is growing!

How beautiful he looked! Not tall like Alexis Alexovitch, ah, no! but so short and wide and round—shaped like the beautiful cabbage that died last week.

He wore a velvet jacket, and he carried a camp stool and an easel on his back, and in his face was a curved pipe with a long stem, and his face was not red and tough like the face of Alexis, but mild and beautiful and with a smile that played on it like moonlight over putty.

Do I love him? I cannot tell. Not yet.

Love is a gentle plant. You cannot force its growth.

As he passed I leaned from the window and threw a rosebud at him.

But he did not see it.

Then I threw a cake of soap and a tooth-brush at him. But I missed him, and he passed on.

Another Day.

Love has come into my life. It fills it. I have seen HIM again. I have spoken with him. He sat beside the river on his camp-stool. How beautiful he looked, sitting on it; how strong he seemed and how frail the little stool on which he sat.

Before him was the easel and he was painting. I spoke to him.

I know his name now.

His name—. How my heart beats as I write it—no, I cannot write it, I will whisper it—it is Otto Dinkelspiel.

Is it not a beautiful name? Ah!

He was painting on a canvas—beautiful colors, red and gold and white, in glorious opalescent streaks in all directions.

I looked at it in wonder.

Instinctively I spoke to him. "What are you painting?" I said. "Is it the Heavenly Child?"

"No," he said, "it is a cow!"

Then I looked again and I could see that it was a cow.

I looked straight into his eyes.

"It shall be our secret," I said; "no one else shall know."

And I knew that I loved him.

\* \* \*

A Week Later.

Each morning I go to see Otto beside the river in the meadow.

He sits and paints, and I sit with my hands clasped about my knees and talk to him. I tell him all that I think, all that I read, all that I know, all that I feel, all that I do not feel.

He listens to me with that far-away look that I have learned to love, and that means he is thinking deeply; at times he almost seems not to hear.

The intercourse of our minds is wonderful.

We stimulate one another's thought.

Otto is my master. I am his disciple!

Yesterday I asked him if Hegel or Schlegel or Whegal gives the truest view of life.

He said he didn't know! My Otto!

Later.

I am so fearful that Alexis Alexovitch may return.

I fear that if he comes Otto might kill him. Otto is so calm, I dread to think of what would happen if he were aroused.

\* \* \*

Next Day.

I have told Otto about Alexis. I have told him that Alexis is a soldier, that he is in the Guards of the Czar, and that I am betrothed to him. At first Otto would not listen to me. He feared that his anger might overmaster him. He began folding up his camp-stool.

Then I told him that Alexis would not come for some time yet, and he grew calmer.

I have begged him for my sake not to kill Alexis. He has given me his promise.

\* \* \*

Another Day.

Ivan Ivanovitch, my father, has heard from Alexis. He will return in fourteen days. The day after his return I am to marry him.

And meantime I have still fourteen days to love Otto.

My love is perfect. It makes me want to die. Last night I tried again to commit suicide. Why should I live now that I have known a perfect love? I placed a box of cartridges beside my bed. I awoke unharmed. They did not kill me. But I know what it means. It means that Otto and I are to die together. I must tell Otto.

\* \* \*

Later.

To-day I told Otto that we must kill ourselves, that our love is so perfect that we have no right to live.

At first he looked so strange.

He suggested that I should kill myself first and that he should starve himself beside my grave.

But I could not accept the sacrifice.

I offered instead to help him to hang himself beside the river.

He is to think it over. If he does not hang himself, he is to shoot himself. I have lent him my father's revolver. How grateful he looked when he took it.—From *Stephen Leacock's "Nonsense Novels,"* announced by John Lane Company.



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Life and Letters of Frances R. Havergal.

Ingraban.

**The Eichelberger Book Co., 308 N. Charles St., Baltimore, Md.**

Le Vert, Souvenirs of Travel. Carleton.

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Sloane, Napoleon, early ed.

Primrose ed. of Disraeli, with Key.

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De Vere's History of Settlement of Delaware.

Rudman's Rec. of Swedish Church at Wicaco.

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Karamazov Brothers, Dostoevski.

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**Franklin Bookshop (S. N. Rhoads), 920 Walnut St., Phila., Pa.**

Stoddard, Lazy Letters from Low Latitudes.

Abaddon's Steam Engine, or Calumny Delineated. Phila., 1817.

Audubon, Ornithological Biography, vol. 5.

Phila. Residential Directory for 1861 and 1891.

**Free Public Library, Jersey City, N. J.**

*American Journal of Psychology*, vols. 1-3.

American Statistical Association, Publications, vols. 1-3, 1888-'93.

*Country Life in America*, vol. 1.

*Ladies' Home Journal*, vols. 1-8.

*Pedagogical Seminary*, vols. 1-2.

*School Review*, Chicago, vols. 1-2.

Aitken, Life of Richard Steele.

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*Church Journal*, from 1863.

Cuckson, Trials of Ralph Annesley.

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Freeman, Cape Cod.

Grolier Club, Medallion of Hawthorne.

Medfield, Mass., Hist. of.

Lewis, N. A., Aboriginal Portfolio.

Perley, Hist. of Boxford.

Pictures of Fires.

Genealogies: Montgomery, 1863; Sparhawk, 1892.

Adams, Chapters on Erie.

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Folkard, Plant Legends.

Diaz, History of Conquest of Mexico, in Spanish.

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*World's Work*, Nov. 1901.

*Historical Magazine*, July, Aug., 1871.



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*Journal of Political Economy*, Dec., 1902, or vol. 11.

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 Hageman, Hist. of Princeton and Institutions, 2 v.  
 Jones, Ill. Hist. of Univ. of Cal., 1868-1901, rev. ed.  
 Pennsylvania, Univ. of, Memorial vol.  
 Williams, The Law of the Universities.

Hackney &amp; Moale Co., Asheville, N. C.

Land of Sky, by Charles Read.

Hall &amp; O'Malley, 62 Cortlandt St., N. Y.

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The Life of Al Pettibone of Los Angeles, California.

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 London, E. C., Eng.

Transactions of the American Orthopedic Assoc.,  
 vols. 4 and 5.

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Bancroft, Hist. U. S., cl. vol. 10. Boston, 1866.  
 Fire Pressure Streams.  
 Mills, Foundation of Genealogy.

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 Houghton Mifflin Co.'s limited eds. of Lowell, Long-  
 fellow, Hawthorne and Whittier, any binding.

The Hub Magazine Co., 110 Tremont St., Boston

*Educational Review*, Nov., 1899; Nov., 1900.

*McClure's*, June to Sept., 1893.

*Review of Reviews*, April to Sept., 1891.

*World's Work*, Nov., 1900, to Feb., 1901.

Paul Hunter, 67 Arcade, Nashville, Tenn.

Latour, Hist. Mem. War in West Florida and La.,  
 and 2 Atlases.

Inlay, Descrip. of N. A., 1797 ed.

*Magazine of Am. Hist.*, vol. 1.

*Millennial Harbinger*, 1830 to 1870.

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 Robertson, Fra Paoli's Sarpi.  
 Lyell's Antiquity of Man.

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Millard, Plastering, Plain and Decorative.  
*Architectural Record*, March, 1908.

William R. Jenkins Co., 351 6th Ave., N. Y.

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 Insanity in Its Medico-Legal Aspect.  
 Marshall, Chemical Analysis of Urine.  
 Strahan, Suicide and Insanity.  
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 Hoppendtedt, Problems in Manierva's Tactics, trans.  
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J. E. Jewett, 997 Greene Ave., Brooklyn, N. Y.

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Philip Hones' Diary, 2 vols.  
 American Bastiles, last ed.  
 Adventures of James Capen Adams.  
 Apples of New York.

Johnson's Book Store, 391 Main St., Springfield, Mass.

Hunter's The Story of Daniel. Imported by  
 Scribners in 1890.

A. D. Keator, 95 Jay St., Albany, N. Y.

Public Libraries in the U. S. 1876.  
 Langlois, Manuel bibliographique historique, vol. 1.

Leo Kelly &amp; Co., 118 E. 28th St., N. Y.

Vol. 3 of Battles and Leaders of the Civil War  
 Century Co.  
 Mullinger's Schools of Charles the Great.

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C. N. Douglas's Forty Thousand Sublime and Beau-  
 tiful Thoughts.

The Korner &amp; Wood Co., 737 Euclid Ave., Cleveland, O.

McConnell, Christ. Macmillan.  
 The Timber Pines of the Southern U. S., Bulletin  
 no. 13, U. S. Dept. of Agriculture, Chas. Mohr.  
 1897.  
 Peabody, The Piper, 1st ed. Houghton Mifflin.

J. Kuhlman, 326 N. 10th St., Phila., Pa. [Cash.]

*North Am. Review*, Sept., 1815. At \$5.  
*Presb. and Ref. Review*, July, 1895. At 25 c.  
*Congregational Quart.*, July, 1874. At 25 c.  
*Mag. of Am. History*, March, 1877. At \$2.  
*Economic Studies*, N. Y., vol. 3, no. 4. At 50 c.

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American Kennel and Sporting Field, by Arnold  
 Burgess, ed. of '82. Pub. by D. S. Holmes  
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 Pub. by Bouton.

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 Ways of the Sea, Norman Duncan.  
 Poems, George R. Sims.  
 Elements of Tachygraphy, Lindsley. O. Clapp &  
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Great Epic of India, E. W. Hopkins. Scribner.  
 Dawn of Civilization, Maspero. Appleton.  
 Struggle of Nations, Maspero. Appleton.  
 Country of Horace and Virgil, Boissier. Putnam.  
 America and France, Rosenthal. Holt.  
 Castle of Otranto, Walpole.  
 Back to Arcady, F. W. Allen. Pub. Turner, 1905.

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 Recollections of Forty Years' Service, by General  
 A. B. Tulloch, American reprint preferred.

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 Elementary School Teacher, vol. 2, nos. 1-2; vol. 4,  
 no. 8; vol. 9, no. 2; vol. 10, except nos. 1-4.  
 School Review, vol. 1, except nos. 1 and 6; vol. 2,  
 no. 1; vol. 3, nos. 5 and 9; vol. 4, except nos.  
 1-7; vol. 5, nos. 1, 8 and 9.

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 Tuttle, Descendants of William and Elizabeth Tuttle.

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Headley, J. T., History of the Rebellion.

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 Harper's Weekly, 1861-1865, 5 vols.  
 Oliver, Eight Months in Illinois, 1843.  
 Rich, Bibliotheca Americana, 1701-1844, 2 vols.  
 Franchere, Voyages to the N. W. Coast of America.  
 1854.

Henry, Alexander, Travels and Adventures in  
 Canada. New York, 1809.  
 Vallance, The Art of William Morris, 220 copies,  
 folio. 1897.

**McDevitt-Wilson, 30 Church St., N. Y.**  
 National Conferences of Charities and Corrections.  
 1908.

**Martin & Allardye, Fries Building, Frankford  
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 Genealogical Dictionary of Rhode Island, by J. O.  
 Austin. 1887.

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 Emerson, R. W., Riverside ed., 12mo., blue cl.  
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**S. S. Moore & Co., Charleston, W. Va.**  
 The Mountain State: a description of the Natural  
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 Y., Appleton.  
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 gan. Little, Brown & Co.  
 Halkett and Laing, Dictionary of Anonymous Liter-  
 ature, vols. 3 and 4.  
 Karslake's Book-Auction Record, vol. 6. Lond.  
 Brunet, Manuel du Libraire Supplement, Tome 1,  
 A-M. Paris, 1880.

**Morris Book Shop, 165 Wabash Ave., Chicago, Ill.**  
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Allerton, Practical Farming.  
 Freemasonry in Illinois, 2 vols., 4to  
 Delina Delany, Amanda Ross.  
 New York State Atlas, 2 copies.  
 Poet Lore for 1897.  
 Burton's Anatomy of Melancholy, 1st ed.  
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 Medical Advance, 1900, '07, '08.  
 Ladies' Home Jrl., Jan. 1, Feb. 1, 15, March 1,  
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 Watkins, Manual of Exposure and Development.

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 Richmond, 1878.



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 Printing Types, 1886; Christopher Plantin, 1888.  
 Hardy's First Editions.  
 James, Passionate Pilgrim, Boston, 1875; Portrait  
 of a Lady, Boston, 1882; English Hours, Boston,  
 1905; Lesson of Balzac, 1905.  
 Kelmscott Press, Psalmi Penitentialia.  
 Morris, Five Arthurian Poems. Elston Press.  
 Medith, 1st eds.  
 Marcus Aurelius, ed. by C. L. Porcher. N. Y.,  
 1861 and '63.  
 Peabody, The Piper, 1st ed.  
 Valentine's Manuals, before 1850.  
 Whistler, Ten o'Clock, Amer. ed., green covers;  
 Lecture: Ten o'Clock, 52 pp. Chicago, 1907.  
**C. C. Parker, 220 So. Broadway, Los Angeles, Cal**  
 Her Royal Highness—Woman, Max O'Rell.  
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 Jones, C. C., Antiquities of the Southern Indians,  
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 Short, N. Am. Indians. N. Y., 1880.  
 Dellenbaugh, The North Americans of Yesterday,  
 8°, cl. N. Y., 1901.  
 Hunter, John D., Manners and Customs of the  
 Several Indian Tribes Located West of the  
 Mississippi, Phila., 1823.

**Public Library of the District of Columbia,  
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 Pickett's Ala., Ga. and Miss. 1851.  
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 The Library Table, March, 1877.  
 The Southern Literary Messenger. 1849.  
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